

Ms Wendy Marceau, Senior Development Officer, Planned Giving, Sydney University.

Dear Ms Marceau

**RE MY RESIDUARY BEQUEST PROPOSED EARLIER: SEE THIS PROPOSAL FOR A FILM RESEARCH, EDUCATION, DEVELOPMENT AND INNOVATION (FREDI) FUNCTION AT SYDNEY UNI STARTING SOON**

**Sister, Let's Film It: (Get FREDI and Oli to do it, as some of our colleagues resist)**

I have thought about your email question regarding what I specifically want my formerly proposed residuary bequest to Sydney University to achieve, in the light of the discussion again attached. I propose setting up an ongoing **Film Research Education Development and Innovation (FREDI) Function**, openly established to achieve the internationally and regionally based aims outlined and explained below and attached. Let us start as soon as possible, with other financial contributors, before I die. Get Olivier Pollett on the job. The reasons for these directions are all discussed later.

Ideally, the primary aim of FREDI would be to increase income or give other assistance by producing films, education or research and development or other innovation in partnerships which are locally and/or regionally developed, in line with the requirements of the Sydney University Strategic Plan or with other individual and community goals.

Film and innovation are particularly important for implementing the Sydney University Strategic Plan as broadly, holistically and effectively as possible globally, regionally and locally. Without film and innovation the university research, education and development efforts will remain comparatively imprisoned by the dysfunctional feudal values of the past, which cannot compete and will therefore be crushed by the dominant forces again.

**THE MAIN AIM OF THE PROPOSED FREDI FUNCTION IS TO HELP IMPLEMENT THE SYDNEY UNIVERSITY STRATEGIC PLAN. HOWEVER, THE FREDI FUNCTION IDEALLY HAS MUCH BROADER UTILITY BY TRYING TO HELP IMPLEMENT ANY AUSTRALIAN OR INTERNATIONAL, REGIONAL OR LOCAL INITIATIVES THAT ARE THE CHOSEN ONES**

In the light of the current financial pursuit of the European Stability Mechanism let us talk to Turks and others. Like Australians, the Turks have usually been the baubles of stronger forces but had the wit to use them to achieve comparatively democratic outcomes, ahead of their Catholic and European times. As an Australian you can feel it in the country, in which many appear more broadly closed and yet others more broadly open than in the dominant cultures with which we are more familiar. In 1492, when the Spanish king Ferdinand expelled the Jews from Spain and stripped them of everything they had, the Ottoman Sultan offered them refuge in his country, giving them freedom of religion, language and commerce. Many settled in Istanbul (Kulin 2006, p. 184). One

sees the spirit of the people in the relatively protected culture which is also open. One should do so again on TV in regard to all the outrageous attacks upon it from outsiders.

This is the United Nations direction for quality of life, happiness and mental health. Australians, Turks and others who may call on their supposed protectors, have a lot in common besides having regularly been blown to bits. Szasz is dead. Long live Szasz. Bring him back stronger for longer, on more channels on TV – the same as tablets. His is a European view of mind, albeit soon destroyed by the drugs and medical theoretical models of behaviour, which may or may not also have been embraced in Thatcher's Britain. I hope not. Frankly, Ron L. Hubbard's mob are not the only ones who loved **Szasz**, and I can't imagine my mother or Boris's mother buying a medical model drug for a mental problem without inquiring into related social and economic forces very broadly first. Baby, in this world I bet there are plenty of us left. Give us all a fair go. Big Bird and I love **Dr Seuss**, Upsy Daisy, Iggle Piggle and Summer Heights High.

Universities can be part of the solution or part of the problem of global development and related happiness, quality of life and health, including mental health, which the UN and Szasz both discussed. This is what the search for human rights is also supposed to be about, whatever the lawyer, insurance broker or their related professions may think. If democratic theory is to be considered seriously, democracy must include a mechanism to democratise research through including broader and more open, holistically grounded experience, which should also be mainly reliant on widespread filmed communication for learning. Many people working on the internet, at Microsoft and Google, etc. made this more possible. The news content on PBS Newshour, SBS and the ABC also implement more democratically informed directions in company with newspapers, books and other media. We no longer live in the world of CP Snow. The current war in Syria, its impact on Turkey and related problems facing Huawei telecom equipment makers in the US and globally are discussed in this context later. FREDI can help establish greener practice.

**Potential assistance to the university under the Jobs and Competitiveness Program of the Clean Energy Regulator is discussed later. Applications close 31<sup>st</sup> Oct. 2012.**

This is mainly a case, however, for cooperative Australian and Turkish development in communications. The basic Turkish historical, economic, cultural, political and organizational context is addressed below and in attached discussion of Turkey. These views also rest on the following books which I read at the end of my trip, after reading Orhan Pamuk - the Nobel Prize winning author's book, 'The New Life' at the beginning. At first I found him very puzzling and frustrating. The hero and those around him appeared to undergo extreme events and undertake extreme action without any clear demonstrations of related empathetic emotion or motive, from my perspective. Having read the books below, and met a few Turks in travel and tourism, I now see 'The New Life' as extremely clever and very slyly funny – nowhere nearly as bleak as Kafka. We are on the same page – however – Australians may be better placed openly on top.

**Baby, that's not the new life. THIS is The New Life! See books and action below:**

- Kemal H. Karpat, *Elites and Religion: From Ottoman Empire to Turkish Republic*, Istanbul, Timas Publishing, 2012.
- Ayse Kulin, *Last Train to Istanbul*, Istanbul, Everest Publications, 2011

**New joint communications directions are discussed later. Ideally FREDI helps this and also helps Western and Eastern fourth estates to be cooperatively meshed. This is a logical requirement of World Health Organization and related UN directions such as the Millennium Development Goals, which ideally drive projects.**

The attached proposed residuary bequest was for implementation of specified parts of the Sydney University Strategic Plan, discussed later. It was made after an illuminating free presentation at Sydney Uni. on wills and estate planning. This occurred shortly after I had closed my Unisuper account, to loan my daughter and her partner money to buy a house, in lieu of probably seeing the principle I gained on retirement drop off a cliff again in the next global financial crisis, as it did in 2008. This stable, cost free, investment of a personal loan has helped me plan my life and death in a better way for all involved.

The FREDI function is ideally driven by redirected personal and others current funds. I now ask Sydney University to invest some of my little remaining current capital in FREDI development. One would need enough other contributors to FREDI to be found who are willing to use some of their personal capital or related managed funds on the proposed FREDI function, ideally to generate further funds on any related non-profit, commercial or charitable basis. One worker would be enough to start very soon. Ideally, the development of the FREDI function widens the potential financing pool for projects, based on the primary desire for stability, which is in turn based on productive capacity (i.e. capacity measured in production and its outcomes). This contrasts with the normal expectation of higher returns, based on the lie that the trend is our friend, when it often is not and is instead ripping us off by many painful actions on us and those less powerful.

It therefore seems to me wise to try once more to start up the FREDI function now, as I did unsuccessfully for eleven years while working in the Faculty of Health Sciences at the University of Sydney, rather than wait until I am dead. I could, for example, take \$30,000 from my National Australia Bank Term Deposit when it matures in late 2012. I will inquire from Centrelink to see if I am eligible for a part pension and if so could add this money to the amount. I could sell my Insurance Australia Group shares valued at \$4685.20 which originally came from being a member of the insurance company NRMA before its mutual nature was undone. However, FREDI fails without other contributors.

**I await your invitation to discuss this and other matters related to my proposed residuary bequest, or not, at any mutually convenient time, that you should suggest first, as my time is comparatively free.**

**This open communications development direction appears ideally put to the Sydney University Senior Executive Group fortnightly meeting of the Vice-Chancellor (VC), Deputy VCs, Deans and other university officers and anybody else. Perhaps film their reactions on Ipad and post it.**

I prefer the old fashioned but more reliably developed response in writing and emailed.

## **SYDNEY UNI AND OTHER STRATEGIC PLANS AND THE FREDI FUNCTION**

Ideally the future is planned in more stable, international, national and regional environments in which FREDI helps the University of Sydney and others implement strategic plans, through many related developments. In the Sydney Uni. Strategic Plan, Strategy 14 is to ‘develop and implement a coordinated university-wide framework for local and rural community engagement’. Local and rural community engagement would be broader and more effective if more skills and services are able to be openly engaged and developed inside or outside the institution, as recommended and necessary.

Ideally FREDI assists certification by enabling filmed practice in more diverse environments, and also more open provision of more broadly related information and communication. ABC, SBS TV and other documentary film producers have a wealth of information which could be more effectively weaved into the teaching process to help understanding. Other institutions may support these film and related products; e.g. with statistical and related reports, books, including novels, plays, songs, games, etc. whether mainly as the producers or consumers of the service or product, or in another function.

Strategy 14 © is to ‘identify a sustainable number of projects that include opportunities for education and research activities (in consultation with external groups) that will directly engage local residents, students, staff and alumni’. Strategy 15 is ‘to deepen our engagement with a supportive network of alumni and friends’. 15c. is to develop a university-wide volunteer program including recruitment management, training and recognition for volunteers. The FREDI function should help achieve these aims.

Ideally, the FREDI function would be in the interests of the Sydney Uni. Alumni and related communities by preferring more open approaches to education and certifying work performance, which may be openly undertaken, filmed and disseminated by or on behalf of more individuals or groups and to help others. The related hypothesis is that business not done in secret will be more informed, effective, productive, and welcomed by all those involved. Consider the ABC program Landline for examples of such cheap teaching approaches. This may also be related to a novel idea for 2012 - world happiness according to general UN directions. This is ideally related to linked searches for human rights, well being and mental health. All may be visualised, measured and tested in ways beyond those that are purely financially driven. The Australian and global situations also faced by the communications company Huawei, are addressed in this context later.

In regard to employment in FREDI, Olivier Pollett is a recommendation to others who ideally fund the FREDI function with me, from current personal and/or institutional accounts. This is ideally discussed later in the primary context of support for our key personal, government, industry and community directions and developments. The FREDI function ideally includes helping to implement strategies related to the University of Sydney White Paper which states the Sydney University Senior Executive Group:

...will agree with the divisions what, if any, learning and teaching resources should be developed on a university-wide basis for example to meet the needs of particular groups such as international students (p.30)

The NSW Auditor-General's Report to Parliament in May 2009 focused on the corporate governance of universities and large government agencies. It identified a number of issues of concern relating to universities, including 'increased reliance on overseas students as a source of income, *with overseas students now contributing nearly half of total student revenue*' (p. 13). This is most logically seen either as the big Australian development strength and opportunity or the key weakness or threat for Australia and global universities. One writes as a woman who has lived in Glebe since 1975 and who has learned, worked and lived in the national, regional and related personal environment in a variety of ways. Here I stand – not some narrower professional force and trajectory. Dare to be determinedly parochial and face the consequences. We fought freeways in Glebe in the 1970s and made a lot of people a lot of money. Give us a lot of it back. The suggestion of the new director of the Sydney University China Studies Centre for a high level government to government dialogue is discussed in this context later. Film it.

**BESIDES HELPING IMPLEMENT THE SYDNEY UNI STRATEGIC PLAN, THE FREDI FUNCTION MAY MAKE MONEY FOR THE REPRODUCTION OF ITSELF AND MANY RELATED FOURTH ESTATE INSTITUTIONS, IN LINE WITH REGIONAL, NATIONAL AND INTERNATIONAL COMMUNITY DIRECTIONS AND THEIR BROADLY RELATED ANALYSIS AND CRITIQUE.**

In regard to the general international communications direction, the FREDI function ideally serves not only our own aims, but also those of the United Nations, according to my reading of their accounts and others while watching developments in Australia and elsewhere on TV and occasionally making a trip. Relations with Turkey are discussed in the attached to demonstrate how blind we are about the great strengths and weaknesses for development in cultures which travel to the beat of a different drum - like you and I?

After my exploratory holiday trip to Turkey, discussed attached, one returns like the proverbial dog to vomit, to many points made in many related inquiries into many related topics on [www.Carolodonnell.com.au](http://www.Carolodonnell.com.au). The recognition of some of the risks to growth by the dominant financial and legal forces after the global financial crisis in 2008 ideally leads to a new world order, compared with the old in Europe and globally. In service cultures, empathetic understanding of others' motives may often be approached and gained together in books, film, radio and TV for educational and entertainment purposes. The FREDI function can help such understanding advance, which academics may ignore. Common Western and Eastern views of fourth estates may be best addressed in context.

For example, on PBS Newshour on SBS TV Dutch Kupperberger of the US House Intelligence Committee said the US rejected the entrance of global communications giant Huawei to their shores because the company had not provided the information which

would demonstrate that it is not a threat to national security as a result of its government backing. However, he said he could not say much, as he is talking about intelligence. The Huawei representative replied that Huawei operated in many countries according to their national rules, in presumably the same way as any other company. He pointed out six global companies are competing in a similar international communications space and none of the other five were subjected to the questions and scrutiny Huawei had received at US hands. Instead of discrimination against Huawei, assist cooperation to open up.

For example, the ABC TV documentary program Four Corners recently addressed the war in Syria, which is causing refugees to spill out of the country and thus spreading problems for peace in neighbouring regions, including Turkey. One often wonders why those engaged in war seem never asked to state clearly on TV exactly what they want, so more accommodations may be reached by those on the couch, before some ancient joint is totally blown to bits and those in struggle or flight begin to disrupt the peace of those in other countries. Open statement of grievance and a log of suggestions by those in dispute seem likely to lead to better environments than the traditional practice of murdering some opposing blokes' wives and kids to try to make some men on the other side give up guns.

The 20<sup>th</sup> century is a good reason to treat war as more like a practical matter, with sets of problems and solutions shown and put forward by the actors and representatives of key opposing sides on TV, as civil policy discussion is often loosely conducted nowadays on stations like PBS Newshour on SBS or on the ABC. More information about what is wanted and done is necessary for people to understand. In a global context, universities are either a key part of the solution or a key problem. The FREDI function would help.

Turkey sees itself as sharing European ideals as I guess Australians, North Americans and many others would, albeit not necessarily always agreeing with UN direction. In the Turkish novelist and Nobel Laureate, Orhan Pamuk's book, 'The New Life', the story involves a student who went off on a destructive search by bus for Mehmet, with his girl friend, after having read a life changing book. Pamuk does not reveal the book's contents or explain why it was so shattering to the students or others, yet the reader always wants to know so follows it through to the end, which is similarly inconclusive.

In contrast, in the attached I relate some of the key contents of the book entitled 'Elites and Religion: From Ottoman Empire to Turkish Republic' by Kemal H. Karpat. Its thesis and analysis remind one of RH Tawney's great classic which began my university education in Queensland - 'Religion and the Rise of Capitalism'. To me it presented an equally thrilling big new idea to an Australian student of history and English language and literature. The FREDI function can help universities reach new student markets not by dubiously ranking the institution, but by showing what lies in the institution and how it may be helpful to broader social, environmental and financial cooperative engagement. Related concepts of the fourth estate in Western and Eastern thought are addressed later.

Present day media shows many of the global conditions that Turkey, Australia and other members of the global community face, ideally together, albeit squeezed between the dominant US and Chinese forces, with many comparatively good or bad neighbours,

frightened of decline. In historical terms, film is a new media which should be put to broader purposes than product advertising and comparatively mindless entertainment aimed at the lowest, cheapest, common denominator, as so often appears the case. Over time this combination appears likely to become self-deluding infantilising if people watch a lot. There is a lot more to life than selling food, drugs, clothes, houses, cars and insurance plus the professional and consumption related bodies in health care, colleges and law. Make ideas and content king by more open filming and making this available broadly. Plan processes in better coordinated ways to fulfil needs and make money.

In Australia and its primary global traditions, the fourth estate is thought of as media which ideally gives a voice in affairs to the people. Karpat describes another common history where the fourth estate are seen as peasants and husbandmen (animal farmers), who are food producers. These are often the poorest people in the country and also those most subject to corrupt practice which may sometimes also be seen as natural or as fate. He thinks Turkish education is very poor. My Australian education was fabulous.

Universities and media should work together better to provide better services to fourth estates. As global students, workers and citizens we should hear from more of those who are practically engaged in diverse traditions, so all may understand and work together better on many UN Millennium Development goals and related goals. First let those in conflict state their aims in safer environments which universities, media and communities ideally try to create together as more historically aware and learning fourth estates. Karpat and others should be asked to reply openly to the Australian Foreign Minister Bob Carr, who spoke about Syria on Four Corners. One notes the usual line-up of nearly dead white males for the 'who's who' of humanities in the Australian Financial Review education page (8.10.12 p. 25) and is bored to sobs with the lot. Can I call you sister?

### **Give out new pads, Ipads, etc. Support them to develop action, film and accounts**

Operation of FREDI ideally assists development of more openly planned and tailored self-service directions through broader and more open communication of filmed and other material related to research, education and development, which is innovative. For any organization, but especially in a major national institution with a global reach, the implementation of the Strategic Plan ideally plays a vital role in assisting regional processes of development alone or with others. Ideally we start soon or lose many races.

**One wonders, for example, if the university is eligible for assistance under the Jobs and Competitiveness Program which will provide ongoing assistance to companies that produce a lot of carbon emissions but are constrained in their capacity to pass through costs to global markets. If the university is an emissions intensive trade-exposed industry you can apply for free carbon units. Applications to the Clean Energy Regulator close on 31<sup>st</sup> October 2012. [www.cleanenergyregulator.gov.au](http://www.cleanenergyregulator.gov.au)**

State direction is ideally conceptualised as part of the international whole. This is discussed in the attached response to a government Green Paper entitled 'A new Planning System for NSW (July 2012). A planned approach can be contrasted with the gambler's

approach to the extent that it seeks broadly informed geographic and structural analysis and related project planning, development and evaluation processes which may be driven and undertaken with social and environmental as well as financial aims, in one or more places. In financial and related circles this broader search for more stable environments means new treatments of risk must be adopted. These have been pioneered well in Australia in health and work insurance and in related superannuation arrangements. However, there is a long way to go in more effective development. FREDI can help. One assumes the proposed European Stability Mechanism is expected to do so as well.

The Australian population learns a lot from good newspaper reporting and from news, documentaries, films and related programs on TV, etc. SBS and ABC already do much more than normal to show and teach us about the world and its regional communities, while focusing mainly on those in Australia, from various perspectives. Sydney Uni should fit in and film it to implement the Strategic Plan. To maximise democratic understanding and participation, any UN policy direction appears ideally developed in films, books, reports, etc. For many people usually closer to earth, this includes songs, dances and stories. Put them into free common access pools of information as much as possible by subsidised production from broader insurance, taxation or other pools. This appears to be the increasing approach taken to information on government websites. In comparison, when I went to work in government in 1987 there was hardly any written information on law, hazards or what those at work did about them available to anyone.

Pictures and print ideally support each other for content dissemination almost free to all. To manage land and building more effectively for all - governments, the private sector and communities also need to harmonize the management of many related zone (area) management and servicing concerns more effectively and broadly. This is also related to being in a position to tailor services and to compare service outcomes better, to provide more broadly sustainable variation, as well as more effective general service or product throughput. All involved in the business of managing any land and buildings can add value to them by tailoring services to individual situations better or reducing group cost. Open communication which seeks to be honest and informed is vital in this context. So are openly transparent funding mechanisms to allow examinations of place and action. This has been a key development and risk management direction pursued in NSW.

However, Sydney Uni. is currently losing professional races by competing unnecessarily and undesirably with the key theoretical directions established largely by the strength of US market forces after WW 2. (Whatever you are is fine as long as you buy more Coke. Your business is your business and my business is mine, etc.) This mindlessly driven market society is reflected in its related, highly disorganized and costly political and state bureaucratic behaviour. The US has a frighteningly narcissistic capacity to exaggerate its most positive emotion about its institutions, whether this is justified or not in the eyes of many others around the world. Americans mainly seem to see their systems and institutions as being most democratic because they constantly vote and bitch about them. I predict that with the rise of China in the world many such systems will increasingly be seen as comparatively closed or socially dysfunctional. Whatever - Sydney Uni. needs to examine itself and the establishment of a FREDI function provides a vital opportunity.

In the Commonwealth one should not need to ditch one's queen to move on more democratically and effectively, especially as ours appear to have improved considerably since Victoria. She is definitely our history. However, as Kerry Brown, new director of Sydney University China Studies Centre says in an article in the Australian Financial Review entitled 'It's not about face: it's about being able to talk the talk' (AFR 5.10.12, p. 43) one should remember their names and not insult the Chinese because they are the rising global power, or something like that. I say, 'Bugger their names, it's their titles that count and their orders'. Perhaps I am old fashioned. Whatever you call these people do not call them stupid, unconcerned about inequality, or unable to turn a country around in a very short time. They have directed change many times before, learning very rapidly from their past mistakes. To put it mildly, they know a lot about history and construction and came through many times much more interesting than they are going through at present. From this view Australia looks a little like a snail. We believe in the peoples' mission - sustainable development. Why wouldn't they or you? Kerry Brown calls for a Chinese Summit. One assumes it wouldn't hurt on TV. Ask Kevin Rudd. Ask him what Therese Rein and he are doing with all their fabulous riches before they pop their clogs.

The FREDI function, which I represent in this email, seeks invitations and related funds primarily to provide filmed communication for more sustainable development in related distribution channels. In short, FREDI is a **film research education development and innovation function** which ideally supports others by providing more useful film and other information to assist more sustainable development carried out by more people. The FREDI function (comprised of one or more people who typically make or assist films and related products for distribution) ideally lies in Sydney Uni. on an appropriately continuing basis to help the Sydney University Senior Executive Group or anybody else to implement the Sydney University Strategic Plan or any related personal, institutional or community projects. Some personal and related common ways of providing the funds through personal bequests and pre-death financial allocations are addressed later.

Positive or negative innovations for society are encouraged by film, in comparison with key knowledge having to be verbally put without pictures in multiple lecture rooms. The latter is the oldest form of communication transmission, before books, radio and TV, let alone the computer, came into the world. Similarly, film, radio and TV helped establish more open societies before many more broadly directed and networked social media were introduced through many financial markets. A FREDI function ideally helps the institution ride on and maximise Australian strengths, which include good land and population productivity and stability based on comparatively good planning for wealth, health, education, communication and creative diversity. This has been effectively expressed institutionally, nationally, regionally and internationally. Greater flexibility is required to gain sustainable development, as distinct from secret risky business as usual, ending in debt, financial crash or chaos. Customers and backers should welcome cheaper more flexible education in related economies of production scale. FREDI will help get it.

**Oli, the Existential Golly and others funding FREDI functions (Ta plan pour moi?)**

Big Sister is watching the cake in the tearoom. Put the bloody knife down and listen. This is Grocon's solution. See earlier discussion on [www.Carolodonnell.com.au](http://www.Carolodonnell.com.au) on the nature and relationships of common and natural law. In an almost perfect response as usual, God or some lords (whether His or not) have now delivered my neighbour, Olivier Pollet. I called and he appeared, after a little waiting, like Peter did for me for Tropfest, when I was trying to be a model to encourage my students to make films, especially those who did not fancy writing in English. Anyhow, Oli is a film maker and bar tender of French origins. He lived in Turkey for many years when young. He recently made an excellent film on the fishing industry in the Pacific. He speaks French and English totally fluently. Karpat's analysis suggests Foucault was right and Oli should perform FREDI functions. He understands the general JP Sartre and many related mythic approaches to action. This centrally involves being condemned to be free, with all that this may or may not entail under a particular set of circumstances and related history. Oli said his next film is likely to be on happiness - which declarations of human rights often claim to seek.

My generation of Australian men left university and often walked into any job they liked. Today, when states and experts encourage youth into huge educational debt, none should be surprised if many take not just debt but an easy life, supported by parents or the state for granted. It must be hugely offensive to many in the younger generations, to have had to pay huge amounts of money for an education certificate that is supposed to lead to the kind of job status they probably will never be able to get, let alone full time or for a long time, unless society is organized better. I guess it must be doubly offensive to them to feel that they had to pay such huge amounts of money for a higher education certificate to get any job at all - however irrelevant that job may be to anything anyone was expected to have done in tertiary studies. In equal measure, it would piss me off considerably if I was perfectly competent at something, yet knew that my employment in it could never be recognized without certificates quite beyond my financial, political or time related reach. As tertiary education is currently set up globally it is often part of the international brain drain to wealthier parts which leaves the poor and many more deserving people bereft.

Ideally, the FREDI function assists more open performance and certification of work, which is related to place based and regional approaches to development, as distinct from the usual encouragement for many professional and academic approaches to occupational advance and closure. This could also be addressed locally, in regard to government, strata management and other land and housing management, beginning for us where we live, in Glebe in Sydney. Many insurance and other funds are ideally coordinated and managed in place based environments where the potential relationships between urban and rural development are perceived and used more effectively to improve service and cut costs. The receipt of my State Super pension newsletter reminds me of the peace of mind one gets with an indexed pension, delivered at the time of one's life when one often becomes increasingly gaga. (I bet Telstra operations alone drive over 50% of us nuts).

On related global and regional dimensions, the China Daily European Weekly article, 'Overseas learning gains luster' (21-27.2012, p. 3) reports China has become the second largest economy in the world. In 2011 Chinese postgraduate students accounted for 49% of the international students in the US, a 16% increase compared with 2010. Apparently,

finance continued to be the top major pursued by Chinese students, with more than 6.3% opting for courses in the subject (p. 5). That doesn't seem very high to me. Australian performance should look comparatively good to those seeking stability and related breadth of social and environmental development, instead of periodic economic collapse, greater inequality and related disasters and chaos. The US trajectory which also drives internationally, champions commercial in confidence behaviour when driving, not in the open. Legally driven, secret professional designs and interests drive booms, crashes, corruption and cost which also occurs as a result of appeals at every turn to the rich and other potential supporters individually and organizationally, in secret or not, rather than openly as representatives or members of broadly planned regions or organized groups.

Film, TV and other media appear ideal for gaining empathetic and related understanding to address problems, regionally, globally and locally. FREDI could help achieve this. ABC and SBS TV do a great job in presenting the news and film of the world. (I don't listen to radio so cannot comment but I bet it is found by many to be equally good.)

A related article in the Australian Financial Review, 'New team needs to rock the boat' stated Hu Jintao has characterised China's economy as suffering 'a lack of balance, coordination and sustainability' (AFR 3.10.12, p. 52). The page 1 article, 'Next wave to keep a billion healthy' reported bionic ear-maker Cochlear won a \$100 million contract with the Chinese government 'in a sign that foreign companies are confident of new business opportunities as the Beijing government expands the country's social welfare system'. Frank Le Deu, a McKinsey partner based in Shanghai, states the government 'is trying to promote social harmony, and closing the gap on healthcare is a big part of this'. Shanghai based commodity analyst from Macquarie Securities, Graeme Train, stated the main policy driver in China is social stability, not growth (3.10.12, p. 13). Sydney Uni. and related institutions must understand what this apparent change of emphasis in international direction might mean and how to capitalise on it. FREDI could only help.

The China Daily European Weekly reported on a huge variety of merger and acquisition deals by Chinese enterprises, signalling a new overseas investment drive (21-27.9.12). The page 1 article, 'Riding the big wave' points out China's investment in Europe tripled from 2006 to 2009 and tripled again to \$10 billion in 2011. Funds have been targeted to a diverse range of industries, 'unlike earlier Chinese investment drives in resource rich areas like Australia and Africa'. FREDI offers a clearer, better way out of becoming someone's beach and China's quarry by assisting cooperative governance and ventures with governments, the private sector and regional communities. Institutions often operate with rules which need clear, broad attempts at understanding and reconciliation for good results. The FREDI approach can help.

In the AFR article, 'Linking hands on R&D' the former Victorian premier and current director of Huawei Australia, John Brumby, states (AFR 3.10.12, p. 54):

Today I make another prediction: within five years China will be one of the largest funders of Australian R&D. But governments, universities and business

need to prioritise science, technology and innovation, increase R&D capacity and – most importantly – actively seek out new partnerships with China.

Sydney Uni. and related institutions need to clearly understand and address their own and regional strengths and weaknesses openly to capitalise on this hope. In the new international world order, they need a FREDI function more urgently, to make use of Australia's empirically demonstrable strengths in providing stable systems for health and welfare provision. Australians and others ideally should now help each other openly to become more sustainable. Things will become better for all faster if actions are primarily undertaken in more open provision of information because more closed provision mainly reflects the interests of professions and their comparatively wealthy or strong supporters.

### **FREDI IS RELATED TO ESTABLISHING AND MEASURING PRODUCTIVITY TO IMPROVE QUALITY OF LIFE REGIONALLY, LOCALLY OR GLOBALLY**

*Providing information by film, audio and/or books as well as via computer based sites and related technologies, is a more productive method of providing and learning knowledge (or curriculum). Multiple methods of transmission supply the supposedly improved products (which are the ideal learner and the related product) better. From regional perspectives, this view of productivity is necessarily contrasted with many traditionally driving professional perspectives, which appear more narrowly self and group interested. FREDI ideally helps many who would not otherwise get the chance. The competence of many students should not be decided by their writing or their tick. Recognise many capacities to build or do other useful things, including making films.*

The diametrically opposed, traditional practice of teaching appears to be by face to face rote repetition, or by other, comparatively narrow, closed, ephemeral and inconveniently verbal learning or teaching, whether good or not. This teaching approach usually also reflects a traditional emotional relationship with a parent or other mentor. It is probably the most common approach, including in Australian education. However, to understand productivity, one needs to investigate it from broadly regional perspectives, not from purely professional ones, driven by what professionals may say and want, in secret or not. Much valuable education goes on outside formal institutions which should be recognised. FREDI can help pass it on in working more broadly for current and future generations which are conceptualised primarily in regional rather than professional contexts to film.

From the currently driving professional perspectives, however, productivity appears unable to be judged, measured or used, except by self or state appointed carriers of some supposedly relevant knowledge. Others with more practical experiences of phenomena may be admitted if someone can pay a lot for the tuition and they are spoken of well.

The FREDI function is needed to turn education around to serve learners and related communities better. This is ideally done by making films and more reliable and diverse information more available in more ways to assist more sustainable development. This contrasts with providing certification largely to assist the reproduction of a comparatively risky past, where timing of inevitable financial crashes and many other social problems

appear comparatively unpredictable. Remedies in fact and ideally, should now be increasingly discussed in many regional, rather than adversarial and related professional arenas. From Western democratic perspectives, media and IT ideally appear as part of democratic fourth estates, consistent with Eastern views. All should be more directed for common goods, rather than in pursuit of commercial, professional or sectional interests which may seek advantage through or against those less powerful, by studying them.

Margaret Thornton's Australian book 'Privatizing Public Education: The Case of Law', apparently mourns replacement of direct state funding of higher education from general taxation by systems of deferred student payment which has also encouraged commercial discourse to infuse every aspect of life in law schools. At Manchester in England, Morris claims Thornton's book voices the discontent of practicing legal academics in 40 law schools where 'learner earners' apparently 'choose educational products by reference to the reputation of a university, rather than by judgments about what they might learn'. He makes the obvious point that 'If we want to maintain the public university, perhaps we need to find ways to let the public into the comment and critique'. FREDI will do this.

Karpat states Middle Eastern society was historically divided into four major estates assigned specific roles, statuses and functions. He writes (2012, p. 19) that the men of the pen, including the doctors of religion, writers and accountants, and the men of the sword, that is the military, were charged with the maintenance and transmission of culture, religion and tradition and the defence (sic.) of territory. The merchants and artisans had the duty of manufacturing and exchanging goods, whereas *the fourth estate*, comprising the peasants and the husbandmen (animal farmers), were considered food producers. He charts the gradual transition of this traditional society from social estates to a class organization and related modernization. This is a very helpful observation because it suggests starting regional planning with intimately related land management.

Ideally, FREDI assists heritage protection and filmed transmission in the interests of all. Documentary film and discussion of shared problems on TV and in related venues appear critical for democratic development, as people often appear prepared to discuss their concerns only with their closest supporters. Accordingly they may not be able to formulate well what would be best for themselves or others in any shared regional arenas where diverse schools of thought ideally contend openly to gain support for direction.

ABC and SBS TV appear better at providing cheap, reliable, news and information than anywhere else I have been. SBS has free to air news and related contact in many languages. More open and democratically related approaches to finding solutions ideally are tried in more regional environments to promote peace and stability while reducing the costs of production. Particular legal, army and common lands and traditions are ideally discussed in related regional contexts which are openly recorded and ideally disseminated to find further solutions long before advent of the adversarial court or more violent action. Considering the situations and key problems of Syria, Turkey and other bordering groups, one looks forward to explanatory discussion on ABC and SBS TV, etc.

We may all develop better through more effective design and planning of our residuary bequests, as discussed attached. To hold any of my current capital in a fixed term deposit at the bank until my death now seems short-sighted if I can invest this money more openly and in ways which appear more related to better achievement of social and environmental goals, through FREDI. One mainly wants to avoid the personal risk of financial loss before death. Hopefully, this is so as to continue to have a good time providing for oneself, while trying to do more comparative social and environmental good rather than bad with money prior to the event. FREDI appears necessary for this.

## **STAFFING AND FUNDING THE FREDI FUNCTION WITH OTHERS**

As indicated earlier, I propose a documentary film maker to start the FREDI function, called Olivier Pollett. **VOTE 1 OLIVIER.** He has made a great film about fishing in the South Pacific and the relations between the village, the town and the market called 'Canning Paradise'. He is my next door neighbour of French origin. He spent his childhood in Turkey while his mother was an archaeologist. He is a bartender who understands JP Sartre and some key related approaches. He seeks authenticity, which is also vital to me. His next personal film project is about global happiness for which he currently seeks funds. His broader, deeper European understanding and practical capacity are vital in the current, comparatively narrowly driving Anglo-American theoretical, professional, state and commercial worlds, which were financially driven comparatively fast in Japan, Australia and elsewhere after WW 2. This produced a lop-sided approach to global development which favours the comparatively rich rather than their related poorer communities, which often support the elite. This has led to overproduction in some areas and underproduction in others. FREDI can help.

FREDI ideally exists to help more practical approaches to knowledge transmission, its further development and use. As Jac Nasser, BHP Billiton Chairman, stated in 'BHP demands staged carbon tax', in the AFR 10.4.2011, p. 4):

We happen to be the country with the most options around an energy mix....yet we have the most narrow sources of energy output.....So I think almost anything we do from where we are will be a positive and we should start to make these incremental steps.....

.....We don't want to get in the trap of really believing our policy is going to influence other countries. We've got to do what is right for us.

One assumes this is also true for many different approaches to regional development in areas besides energy production. We need more small business niche adjuncts to more major economies of scale made possible in nationally or regionally planned industry approaches which also work in effective cooperation with other community interests.

Many older people formerly employed in academia, teaching, manufacturing, transport, construction, etc. may have considerable skills and life experience which could be very well tapped in part-time or casual paid or voluntary work, including skills development,

work supervision or teaching. They should not have to bear the risk of setting up small businesses where they appear likely to lose their current security, as a result of having to compete against established closed shops and older associations, at least until the next financial crisis comes around. An obvious way to help society is to give everybody more reliable information, filmed action, related debate and certification of practice which is relevant for daily living. The FREDI function ideally helps government reduce the problem of being driven by advertising or related financial professional interests, which may be pursued in secret but which also render many fatter, more disabled and poorer by their TV push. Regions should do better if developments are opened up broadly to more open partnerships beyond the institution as all are thereby more informed. Back FREDI.

The Australian Clean Energy Regulator announced on 27.9.12 that it has issued the first carbon units under the carbon pricing mechanism signalling commencement of the Australian carbon market. Three applicants have received free carbon units under the Jobs and Competitiveness Program which were issued via the Australian National Registry of Emissions Units under the Clean Energy Act 2011. The Clean Energy Regulator is required decide about Jobs and Competitiveness Program Assistance within 60 days of receiving applications, closing on 31<sup>st</sup> October 2012. This institutional FREDI function should be considered in many related regional industry and community contexts.

Our VC and Principal of Sydney Uni. and others should be on similar pages, such as in social bonds. According to AFR (28.9.12, News 9) the NSW government is preparing to launch the first round of UK-style social bonds early next year to attract private money to community programs intended to bring budget savings and investor returns. The bonds are modelled on Britain's world first social impact bonds, introduced by the Conservative-led government in 2010. The bonds are aimed at reducing the need for publicly funded foster care or preventing young offenders returning to prison. A FREDI function at Sydney University could help many achieve this direction better than now.

In short, one assumes planning for the use of social bonds or other funds requires some broadly planned goals, related to some prior geographic, social and structural analysis supported by open project planning, development and evaluation processes which may be driven and undertaken for social, environmental and/or economic reasons in one or more places. Ideally, we choose a lot more broadly thoughtful cooperation and competition in the open to meet the goals put forward from many related regional industry and community investment bases. Ideally we also think globally first, as any state or related direction is ideally conceptualised as part of the international whole, as discussed in an earlier response to the recent Green Paper on a new NSW Planning System. The ageing Australian population and the Strategic Review of National Health and Medical Research goals are addressed in ideally related regional contexts to support women, small businesses and related communities better, so the FREDI function is suggested. Many related matters are discussed on [www.Carolodonnell.com.au](http://www.Carolodonnell.com.au) . This will broadly and critically support UN, Australian, regional, local, and personal governance directions.

I look forward to any word or meeting to address the proposed FREDI function further.  
Yours truly Carol O'Donnell, St James Court, 10/11 Rosebank St., Glebe, Sydney 2037.

