

## **AUSTRALIA IN THE ASIAN CENTURY COUNTRY STRATEGIES**

This responds to the following questions in the Department of Foreign Affairs and Trade call for submissions entitled 'Australia in the Asian Century Country Strategies':

**Q. What more can Australia do to connect productively in trade and investment, innovation, research and development?**

A. Design more openly shared and effective project, risk and fund management structures to enhance the poorest lands and environments first, rather than the wealthiest.

**Q. How can we assess the effectiveness of Australia's efforts to deepen and strengthen relations with these countries?**

**Q. How can we support stronger social and cultural links with these countries, for example through networks of Australians living in these countries or through communities in Australia?**

A. Openly discuss and study key processes and outcomes of regional community and industry strategic plans outlined later, to achieve the social, environmental and economic goals of competition, designed to improve the general quality of life, discussed below.

First think globally to act locally. This is global logic as when it comes to trade we are part of the whole. Our legal and financial systems, on the other hand, reflect much earlier beliefs, which may or may not apply in specific situations, according to better evidence and treatment, now much more widely available through film and all related media.

Since music, dancing, theatre, books and quality newspapers, the inventions of radio, film, TV, videos, the Internet, Microsoft, Google, Apple and others made democracy and merit more possible, along with preservation and learning from the past. These benefits must be further liberated from professional and related institutional capture, to protect and mine them for all in future. Australian film, research, education, development and innovations (FREDI) functions are discussed in this context, including Sydney Uni. This is the only ideal show in town - designed for women, small business and the future. (See attached proposal on why the book 'Making Black Harvest' would be great to film.)

A related key example of how to support stronger social and cultural links appears to be through the University of Sydney Senate adoption on 22.2.13 of a model direction entitled 'Supervision of Higher Degree by Research Students Policy 2013'. This policy, which openly allows an assistant research supervisor to be drawn from many relevant sources depending on the student interest, is ideally considered more broadly and openly in many related international and regional or local communication contexts, e.g. in UN directions discussed for eco-development or implementation of related strategic plans.

Ideally, start planning with parks and related outreach to protect and enhance native vegetation and endangered species for future generations. For example, the attached submission from Hi-Tech Consulting on planning in Wollongong and related regions, focuses first on coastal parks, fish and habitat, to propose a simple investment framework which requires key decision makers to be explicit in their assumptions and start openly planning with regional maps in which the significant public assets are identified and simply graded in terms of their high or low significance and related threat, prior to making recommendations for action to improve their nature and resilience and to treat human use and occupancy within these constraints as quality of life related opportunities.

A related critique is attached of the Sydney University report ‘Food Security in Asia: A Report for Policy Makers’, produced by the Centre for International Security Studies (CISS). The centre appears mainly driven by many comparatively closed and outdated financial and related professional theories and their many supporting narrowly specialist academic interests. Planning, on the other hand, ideally appeals openly to all in any relevant environment in which key strategic plans coordinate the direction of operations for more broadly shared social ends on common lands. This is discussed internationally, nationally, in NSW and in related Sydney Uni. and City of Sydney strategic planning contexts in the attached submissions which also address Baker’s emphasis on the need to increase local productivity, rather than to increase global production, in related regional contexts. He pointed out rural people often suffer (1) land tenure insecurity; (2) lack of access to markets and thus no incentives for production and (3) lack of technical capacity.

To be globally true to the indigenous Australian heritage, and to avoid huge loss of species and related cultural diversity and choice by current and future generations, development thus appears most reasonably driven first by the key goals of the ‘whole-of-ecosystem’ approach to development of the UN Convention on Biological Diversity.

These goals are:

- Maintain viable populations of all native species in situ
- Represent, within protected areas, all native ecosystem types across their natural range of variation
- Maintain evolutionary and ecological processes
- Manage over periods of time long enough to maintain the evolutionary potential of species
- ***Accommodate human use and occupancy within these constraints***

Regional and strategic plans are ideally coordinated by the UN Convention on Biological Diversity, instead of research being purely chosen and driven via professional interests and related theories. The Convention describes the ‘*ecosystem*’ approach as ‘a strategy for the integrated management of *land, water and living resources* that promotes conservation and sustainable use in an equitable way’. Thus one also sharply rejects the apparently purposely confusing ‘research’ concept of ‘*eco-system services*’ (i.e. the supposed value derived from untapped natural resources.) This is a speculative number which becomes a trading price. As discussed attached it seems like a claim for more state support for over-fishing and related further exploitation of natural resources to extinction. The concepts of a system and an eco-system are discussed in related contexts attached.

As Australia operates in the Asian century, one assumes, like Sen, that ‘human security’ is the keyword to comprehensively seizing all menaces that threaten the survival, daily life, and dignity of humans, and for strengthening efforts to confront these threats. Support for the poor, freedom of speech and transparent management are essential for effective operation of markets and equality. Human health is ideally addressed in its related environment. Australia needs to explicitly take the general UN approach to which Australian states have committed, against the odds and older professional and industry protections. It’s time to implement the National Human Rights Action Plan of China.

The Australian Financial Review article ‘New team needs to rock the boat’ stated Hu Jintao characterised China’s economy as suffering ‘a lack of balance, coordination and sustainability’ (AFR 3.10.12, p. 52). The article, ‘Next wave to keep a billion healthy’ (p.1) 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, stated 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). Plan rather than gamble.

The ideal aims of trade should be to improve the quality of life for current and future generations. This depends on the quality of the social and natural environment, as well as on increased economic gain and its distribution. The best way forward to sustainable development and to related improvements in trade is for all regions to plan their continuing competitive development by situating the land, water or air most affected by any current and proposed development in the context of the primary need to protect internationally and nationally endangered species. The responsibility for the planned protection of endangered species is ideally taken up globally, regionally and nationally.

Risk and related fund management structures require stable, broadly conscious and open construction and monitoring of projects, so one wonders about current plans in regard to the earlier discussion in 2006 of the NSW Threatened Species Conservation Amendment (Biodiversity Banking) Bill. According to debate in the Legislative Assembly, the intent of the bill was for landowners to be able to voluntarily establish a bio-banking site by entering into a bio-banking agreement with the Minister for the Environment. In return for their commitment to manage and improve biodiversity values on their land they would get a number of biodiversity credits which they could sell. Paul Pearce, the member for Coogee, stated he had originally had concerns about the possible operation and impact of the scheme upon threatened and endangered species. The related high risk concept of ‘eco-system services’, as used by some apparently key academics is addressed attached.

In more openly and strategically planned approaches, consider findings of the Inquiry into Construction Industry Insolvency in NSW about the reasons for project and company failure and the comparatively unfair nature of the management structures on those lower down many production chains. The following construction industry trust arrangements

which appear useful for any related project management were suggested to the inquiry: (p. 63):

- The developer or owner has to have the funding for the project approved and money should be set aside in a trust
- A percentage amount for variations should be part of the trust arrangement
- As the builder makes claims, the owner and developer verifies that the work has been done and that payment to subcontractors and suppliers has been made before the next payment is made

Feudal concepts of trust and security depend on state sanctioned proliferation of secret associations with huge cost of breakdown at the expense of many beyond court. This state encouraged ignorance retards better expressed communication and development. More openly evidence based, empathetic approaches to trust are more consistent with democracy. They depend on producing evidence and comparing outcomes more broadly than professionally, to gain cheaper and better regional behaviour, services and goods.

Sydney Uni. and related professional institutions which operate on collegiate theoretical models, ideally should understand how the rise of China should help UN direction rather than privileging the comparatively rich and many practices most destructive of natural resources. Film, research, education, development and innovation are ideally produced and connected in more broadly democratic contexts, as discussed later with particular regard to Sydney Uni. strategic direction. 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.

Eco-tourism ideally occurs in such shared and openly managed regional contexts which provide many information, work, study, exercise, entertainment and related opportunities, services and products. We value **green, simple, cheap, reliable** production very highly because these are key product and service virtues to assist many old or poor consumers and communities globally, while serving also to assist many related workers, students and those with disabilities to find better futures. Taxes, premiums or other levies, risk rated or not, are ideally conceptualised, collected and spent in openly planned, related and managed community and industry funding contexts in openly shared zones or places.

The NSW Office of Fair Trading Home Building Contract appears a clear and useful product for quality management of work, education and certification. The prime cost items schedule ideally provides a list of the key inputs (human and material) and steps on the way to satisfying all parties to a specified undertaking. Work approval, payment, mediation and related quality management concerns are ideally handled in more openly related industry and community contexts for learning and improvement purposes. This project framework appears broadly applicable in related research and education.

Hi-tech eco-city vision depends on connected, high quality news, information and entertainment delivered through websites, TV, film, newspaper, radio, etc. to illuminate and question powers to understand and apply them better. We love Microsoft, Google, Apple and Gates Foundation. As we wish to make peace we seek to talk with enemies, to understand them. Many non-profit and Sharia investments are ideally invited in openly related contexts of eco-development in Wollongong and beyond. Ideally we all seek to communicate better to meet shared needs of shared populations in shared developments.

In the Security Council and other key venues, Australia should urge the key principles of the UN Advisors Group pamphlet entitled 'Inclusive Financial Sectors: Key Messages for Governments, Regulators, Development Partners and the Private Sector'. This is ideally done in openly coordinated, planned and managed regional land, sea and related strategic planning contexts where risk is openly managed to reduce it, not opaquely multiplied professionally and expensively to pass on to others. This traditional practice leads to increases ignorance and cost before the next global financial crisis in which global inequality and environment degradation are increased, rather than remedied.

First principles of the UN Inclusive Financial Sector Key Messages for governments and for the private sector are aimed at getting products and services that better serve the needs of the poor. To serve the poor requires open planning. Risks are ideally managed openly in more stable, coordinated and effectively designed industry and community schemes for project work, health insurance and for related human security and investment, that Australia has pioneered, and as discussed on site. Like Stiglitz, we seek broader, longer-term visions, focusing on the plight of the poor and the challenge of global warming to ensure there is more than enough demand to absorb all of the world's production capacity. Over-fishing and climate change are key risks to human and environment health addressed in the attached plans for Wollongong and beyond.

We argue that whether nations superficially appear 'democratic' or not, the management of land, water, air and all that is put upon them, may be more effectively conducted on an openly shared and openly managed basis, rather than according to the assumptions of legal privilege and related commercial in confidence behaviour, which leaves everybody else even more ignorant than those controlling us in self-inflicted professional blinkers.

- 1. Align regional and related organizational strategic aims (social, environmental, economic), with key definitions and supporting management practices which are clearly and openly supported or contested for clearly explained reasons*

2. *Build a National Disability Insurance Scheme and related building insurances in open 'Shared Zone' (area, place) management and personal contexts to improve service delivery while controlling many costs and business instability better*
3. *Study the aims, structure and service delivery of Medicare, workers' compensation, industry superannuation and other non-profit, charitable and otherwise compliant financing models and operations to build better competition.*
4. *Go forward in education, entertainment and related development through English language, vocational education and SBS or other media open globally to all.*
5. *Bereft of Beruf? We can work it out with a dictionary, a little self and place analysis and some new work, training or related exercise. Get rid of lawyers.*

One assumes the ideal aims of trade are to improve quality of life for current and future generations and this depends on the quality of social and natural environments, as well as on increased financial gain and its distribution. The best way towards eco- development and improvements in trade is thus for regions to plan their continuing development by situating the land, water or air most affected by any current and proposed development, in the context of the primary need to protect internationally and nationally endangered species. The responsibility for the planned protection of many endangered species is ideally taken up globally as well as regionally. Openly join us in attending to parks and habitat first as they are inextricably linked with preservation of history and heritage.

In regard to the NSW Government Green Paper, The NSW Business Chamber stated:

The lack of clear nexus between strategic and statutory plans leaves NSW highly exposed when attempting to plan for and manage urban growth (p. 36).

The Green Paper writers, the Productivity Commission and others appear to regard strategic plans as vital for government to develop effective direction, based on the current regional aims and practices. The Green Paper states that strategic planning will become the cornerstone of all planning decisions and that they will be prepared collaboratively with local councils and approved by the whole of government (p. 27).

The Council of Australian Governments (COAG) Reform Council appeared to ask a similar question to the above, in regard to the lack of apparent practical direction and clear definition of the expected treatment of any land or project proposal, when it stated:

The system contains strong planning and policy content, however, it lacks the hard-edged accountability, performance and implementation measures to drive these policies (p. 34).

Achieving the above goals requires broader geographic and structural analysis and related project planning, development and evaluation processes which may be openly driven and undertaken for social, environmental and economic reasons. This is discussed later.

One also assumes COAG was referring to ‘strategic’ plans when it made the statement above. One wonders how these are expected to be different from other planning. One also wonders where they are and who may be expected to put them forward to whom. The NSW Business Chamber stated:

The lack of clear nexus between strategic and statutory plans leaves NSW highly exposed when attempting to plan for and manage urban growth (p. 36).

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.

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.

In any cultures, feudally and tribally related or not, there appear to be shared mythic assumptions with hypotheses for testing. For example, we may evaluate cooperative and competitive life (whether openly lived or not and however funded) for their institutional, personal or broader community value. It is typical in construction and many related service industries, to view producer and worker competition as creating the greatest value for the broader communities they may serve. In collegiate cultures, on the other hand, the benefits of professional collaborations, undertaken comparatively openly or not, have normally been seen as being of most benefit to all involved. Gaining cooperative open management direction in coordination with Sydney University Strategic Plan, to be partly implemented via the planned residuary bequest, appears a good way forward from our mutual and common perspectives. I hope it is also Sharia compliant. What is your view?

Historically dominated by statist elites, Australia also faces problems Karpat described in Turkey, with a growing demand for a more service oriented bureaucracy, capable of coping with the needs of a market oriented economy. Australians have also acted gradually on the increasing global democratic imperative to share this land and water with others wishing to work and live better than in the past. We must manage this better.

To improve Wollongong work performance, contain costs and price risks, we address the ideal scheme and project design, goals and administration in the light of the Australian history of work, health, disability, and related insurance, taxation, pension and investment policy. Related UN, government, industry and community classifications for expenditure and tax are ideally designed to achieve better services and products across the board. The Indigenous Carbon Farming Fund should also apply reasonably consistent project principles to work on land, or water or in air, including in film, research, education, information or entertainment. Project goals should be clearly related to quality of life.

### **1. Create a Film, Research, Education, Development and Innovation (FREDI) Function**

Ideally, the primary aim of the Film, Research, Education and Innovation (FREDI) function 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 directions of the Sydney University and City of Sydney Council Strategic and related 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 latter secret forces will be discussed later in regard to dysfunctional financial and legal research and professional paradigms which currently appear to be causing problems in the CSIRO and beyond.

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 Szaz 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.

**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.**

## **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 certificating 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.

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?

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.

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.

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.

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.

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.)

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.

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.

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.