

SUBMISSION TO PRODUCTIVITY COMMISSION INQUIRY INTO COPYRIGHT RESTRICTIONS ON PARALLEL IMPORTATION OF BOOKS

This submission responds to the Productivity Commission inquiry into copyright restrictions on the parallel importation of books and answers ‘Yes’ to the following question posed in the Commission’s discussion paper:

Has the structure or nature of the books industry changed in recent years in ways that bear upon the benefits and costs of parallel import restrictions? In particular, have recent technological changes – for example the availability of online purchasing, e-books or printing on demand – materially changed the industry and the ways in which copyright issues should be addressed?

The submission argues that production and dissemination of Australian books and other print materials should be planned as broadly, openly and competitively as possible in the current global context to achieve product quality, economies of scale and to promote cultural exchange and wider understanding. In this context the debate about Australian parallel importation rules for books seems a comparatively narrow, dysfunctional focus for attention and a related waste of time and effort. The proposed development direction is consistent with the Adelphi Charter on Creativity, Innovation and Intellectual Property. It assumes a perfect market depends on perfect information and that the interests of the global and Australian populations are ideally served together through more planned, openly competitive, high quality education and entertainment content provision for many media. Book publication requires more coordinated national consideration in this international context. More information is contained in the attached submissions and articles published by the Institute of Public Affairs of Australia (IPPA) journal ‘Public Administration Today’:

- ABC and SBS: Towards a digital future
- From the Constitutional past to the new educational ideal
- A Healthier approach to justice and environment development in Australian communities and beyond
- We are all capitalists now: A consumer’s response to the consultation paper on Australia’s future tax system

The US has the world’s largest collection of native English speakers and English is the world’s most spoken language, followed by Chinese. In the 20th century the US has also become the heart of the English speaking global market for all cultural products partly because of the economies of production scale the huge US population has allowed. Many English speaking cultural producers outside the US naturally also seek to break into large US markets and so increasingly conform to US production demands. The 20th century inventions of the internet, computers, videos, TV and radio have also provided an amazing potential for fast and effective skills development, education and entertainment which may compete with, use or promote books and other print products, depending on how the latter are produced. The opportunities of the current global situation are addressed later. The threats of US and Australian business as usual are discussed first.

Threats to Australian culture and all sustainable production, including publishing

Post-war US market dominance has encouraged the current global financial crisis, led by US and related financial practices which support many pseudo-scientific professional ideologies. These are commercially driven and historically disseminated through education institutions, television, newspapers and related professional work. The US has a colonial history of perceiving government as a malign interference in otherwise benign outcomes of market operation, or as a defender of the faith. This traditional US approach to life treats all risks as financial and encourages borrowing or insurance against them. The risks of default on loan repayment, which may also be increased by the financial outcomes of disasters which were preventable, are passed on to others in an ever-widening circle of supposed investment opportunities. Thus financial risk grows, especially for all those who cannot fully understand the increasingly complex and opaque financial dealings underlying the many 'investments' in which they have become entrapped by financial 'experts' who naturally take their cut at every opportunity for trade. Key US drivers of the global financial crisis are housing, business, education and credit card loan default.

After the 2nd world war, those in the US with power to do so began to wipe out political and intellectual opposition to the view that a market and political process driven primarily by the rich and their closest friends is also 'free'. Traditionally, US government has been encouraged to attack monopolies as bad, except the obvious ones of lawyers and the many professional interests riding on their coattails. The 'experts' who produced or who did not foresee financial crisis, once more are turned to for advice. One wonders what most Americans think they have won through this post-war policy direction, in comparison with other OECD nations, other than obscene income differentials, lower minimum wages, fewer paid holidays, inadequate health care, higher education costs, unstable employment, lost savings, huge debts, constant involvement in war and an exceptionally high US murder rate. Americans may think of themselves as living in a great democracy. However, the rich control it partly by controlling ideas and by related contacts with foreign professional and academic associates as well as students from wealthy families who seek career advance and money. A few left wing ideologues do not reduce the impact of this.

One assumes the economist's view that perfect information is necessary for a perfect market is ignored by those allied to lawyers, in order to maximize their incomes related to secret dealing. However, without more open management, education and related communication systems, which are anathema in feudal cultures, the poor will often keep on losing, unless they are also successfully feudal, which often means willingly violent. All feudal development routes based on the secretive pursuit of family and related brotherly interests may join up, if those taking them become powerful enough, with the ruling international financial management groups, through the common preservation of their commercial in confidence expectations. However, feudal management styles are generally uncompetitive. They may not only provide the most powerfully placed with accumulating wealth from the common financial pools as a result of management secrecy, but also buy off subordinate interests along a great many related product development chains. In such contexts, it is understandably difficult to differentiate between what may be corrupt, and what is business as usual. Lawyers help themselves. Openness is cheaper and fairer. It is also the economist's free market ideal, albeit conveniently forgotten.

Australia established an embryonic, more realistic approach to the treatment of risks when occupational health and safety acts were passed in the 1980s and the premiums once paid to insurance companies or managed as a government monopoly came under new, more stable and competitive forms of industry ownership and management instead. The US 'free' market has delivered extremely expensive health care in comparison with that provided to everybody in Europe, Australia and elsewhere in the OECD. Many Americans are also denied treatments that they need because they cannot afford the cost. Why assume the traditional market driven approach to carbon trading will deliver any better outcomes in regard to environment protection than it has in health care? In this context, the Australian carbon pollution reduction scheme presents a threat or an opportunity. The current trading expectations, which I have followed closely, appear to be a bureaucratic nightmare. The world's biggest financial interests and their lawyers are normally in the best position to take any money and run, assisted by their related august institutions. There the rich or the smart and nasty may make many global contacts which will serve them even better in the future, once any storm has passed. More broadly planned and competitive ways forward, in which publication plays a part, are outlined later.

Australia now faces an increasingly interconnected global future in an economic and political context of international financial crisis driven by US and related financial interests. The Productivity Commission report entitled *Telecommunications Competition Regulation* (2001) stated that telecommunications is a fast growing international industry characterised by large investment in new infrastructure, rapid change in the range and complexity of products and services and technologically driven convergence of services. For example, messaging, email and videoconferencing are all new services and mobile, satellite and cable are all new platforms. Separate sectors such as broadcasting and telephony are also converging. This is the international communications context in which all Australian education and entertainment production, including book production and other printing, must now be considered to ensure all flourish, rather than being increasingly swamped and Americanized in one way or another.

Currently in Australian education and entertainment related book production, the publishers and booksellers appear to make a living from marketing small quantities of books written by an increasing number of authors, which appear unlikely to be sold far beyond a small circle of specialist colleagues or friends, unless they are set texts for students who are already paying exorbitant fees for education. The universities which employ the authors also buy the books for libraries. How many people in Australia can make a living just from writing books? Could one count them on three hands? I guess the vast majority of publications have always been promotional for authors rather than their primary source of lifelong income, unless their products are picked up by a much wider and more powerful promotional media, such as TV or very successful film production. The policy and planning direction recommended later is designed to offer academics, journalists and all other natural authors many wider promotional opportunities, and the chance of more income through the increased economies of scale made possible by more broadly planned and open production, which is also in the public interest.

Current strategies of highly balkanised and protected cultural production – which rely on small circles of mutually supportive colleagues - are unlikely to work well for long

against the competing US onslaught of similarly protected materials. Much good product may be ignored if the producer does not meet with the approval of those managing the journal as a closed shop. The divorce of academic and government interests is a related very costly social problem. For example, academics have no incentive to contribute to government inquiries like this one. They cannot put it their curriculum vitae so usually prefer to publish through their increasingly specialised and discipline driven groups who may become increasingly like theoretical pixies from the perspective of those who make a living by working in other industries or even government. However, these journals, which increasingly are closed and on-line, are encouraged, even if few read them, and education institutions pay for access so that the students can access them in turn. The content, which is often put on-line by traditional book publishers, is seldom available through Google and the latter portal is often wrongly treated with contempt by academics, in my experience.

How newspapers and their journalists source their outside contributions is a mystery to me. However, as a long term reader, I have observed that the Australian Financial Review (AFR) printed a huge amount more incomprehensible trash before the US financial crash than afterwards. In retrospect I am glad it seemed like Greek to me as I had retirement money to invest. Are there no better Australian contributions than those normally on offer? (I speak as a former academic who published four books with international publishers in the 1980s but who found it almost impossible to publish after ten years of working in NSW government where I learned a little about legal and economic reality. Since 1990 and a later return to academia, I have been less popular than a pork chop in a synagogue. One publisher offered me a contract if I could guarantee the book would be a continuing prescribed text. I thought this undesirable and unlikely. I am not a professor.)

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

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

The committee said it does not wish to see any lowering of current Australian content requirements. However, it recognised that the Australian market is generally too small to sustain a diverse range of program types and recoup production costs, which gives the American market a competitive price advantage that Australia ‘will never overcome’ (Joint Standing Committee on Treaties, 2004, p.168). Australians risk having their culture and jobs seriously eroded by ‘free trade’ agreements with the US, so it is vital to plan and build many other broad, open and countervailing trading partnerships which can serve the broadest possible global interests, instead of the interests of the rich. More openly competitive industry development and related education production partnerships are a necessary part of the solutions to many problems discussed above and below.

Sant and Kinsley point out that energy independence has been the policy goal of US government for 35 years (AFR 16.12.08, p.54) and this is a dramatic exception to the broader policy of free trade. The theory of free trade holds a nation is better off when its citizens are permitted to buy goods from foreigners at any price they wish to pay and worse off if government interferes. The quest for energy independence is now ideally a new form of national protectionism. Ideally, it strongly assists the creation of a new world order where the major goal of government is to enable sustainable development for all through bringing about open institutions to replace all the closed ones lawyers currently guard. In economic theory an open market clears so there are no rich and poor, or booms and slumps. Only good government direction can bring this perfect market because the market currently operates on commercial in confidence principles, in the interests of those managing other peoples' money. If this commercial in confidence approach continues to drive production in the future, the cycles of boom and bust are likely to continue with little reason for forests and fauna not to be wiped out by logging, palm oil and other plantation development as time and population expectations ratchet up. (Every US citizen not certified criminal or insane has the right to a machine gun? Let the lawyers fight it out?)

In the real world, as distinct from in economic theory, people care about their health and their environment, which may not be reduced purely to their money. In Australia, the form of national competition policy envisaged by Hilmer (1993) would have led naturally to triple bottom line accounting – economic, social and environmental - if implemented properly. He defined competition as, 'striving or potential striving of two or more persons or organizations against one another for the same or related objects' (1993, p.2). His recommendations were agreed to by governments but botched in implementation to the Trade Practice Act (TPA) which appears only to recognise competition for money. The interests of workers and consumers are thereby theoretically reduced to being equal to those of all other traders or investors and wider communities are assumed to benefit automatically from all transactions, including war. This traditional approach to market competition is clearly faulty because the world is increasingly polarised between the rich and poor and booms and slumps continue. (Gee, who would ever have thought it?)

Hilmer's national competition policy, which was not implemented, requires private and public sector service providers to compete on a national level playing field of standards which ideally apply equally to all competing operations. Separation of national policy from supporting service management ideally allows outcomes of competing service managers to be openly judged. Whether the latter are government or privately funded organizations is not important. The question is how comparatively effectively their management achieves the mission or standards which have been agreed more broadly. (It does not matter whether the cats are black or white as long as they can catch mice.)

The ideal role of government is to intervene transparently in the market to facilitate more effective competition in order to attain identified social objectives considered in the public interest. The Council of Australian Governments (COAG) first called for national standards for health and environment protection, related occupations and supporting education in 1990. In 2008 COAG is still calling for a single national registration and accreditation scheme for health and other professionals. History suggests that unless COAG breaks the multiple and costly teaching and related professional and bureaucratic strangleholds on development, by inviting current or past

teachers and suitably qualified others to contribute immediately to relevant national open curriculum, which may be disseminated widely at little cost, the COAG goals are unlikely to be achieved for centuries. The current system is dysfunctional and costly for industry and communities.

The attached article entitled 'A Healthier approach to justice and environment development in Australian communities and beyond' outlines a logical way forward for Australia and other countries, which the IPAA journal was kind enough to recognise.

Many Australian academic and other teachers appear to support the combination of narrowly regulated and lengthening professional requirements, which reflect and support their industrial interests, regardless of the wider impact of this on industry and society. Such teachers normally appear to do all within their power to design the student educational experience in the interests of their professional teaching body, to protect the level of status and control of those teaching and their professions. If one felt this was also done to protect the standard of services their particular brand of students will deliver to the public one would not mind so much. However, if teachers are so concerned about professional standards, why do they resist their curriculum being open, so that it can be judged by anyone? One is not forced to buy a car unseen, on the basis of ratings provided by groups of self-interested car makers. One should be able to see the curriculum product so as to judge it, whether or not one decides to buy the process of teaching support and assessment which leads to certification. ABC, SBS and Skills Australia, the federal government's training and advisory body, should lead more open approaches to gain broader education, to which entertainment may also be linked, along with publication, in the Australian and related international public interest. This is discussed again later.

Higher education is unnecessarily expensive without providing any guarantee that what is secretly taught in its discipline based enclaves would be considered useful by employers and related communities, rather than just by those academics who may decide on content primarily in pursuit of their own interests. From the historical perspective of the normal product development chain and from the related democratic perspective which seeks to meet the broadest possible need for high quality and rapid skills accumulation for sustainable development, the Australian online education production process seems determinedly irrational. One person, the teacher, often does everything herself, but her work reaches comparatively few. One may wonder why the normal way of providing the highest quality product and related economies of scale have been ignored in regard to on-line teaching. From studying the 'open' curriculum websites of Curriki, Ubuntu, and even the Open University, I guess US and other information technology (IT) interests have driven all in part through 'charitable' donations, and alliances with universities and colleges against the public interest in broader, more sustainable development. The enormous, obvious and untapped powers of Google, email, TV, radio and videos in providing information often appear unnoticed by teachers. Australian book and print production require consideration as global planning opportunities in this context.

Students who hate writing and teachers who hate constantly replying to individual students' questions and marking individuals' voluminous projects, often agree strongly about the desirability of multiple-choice exams and the related utility of tick the box questionnaires marked by computers instead of people. This denies many an

opportunity to learn and produce more effectively and many an opportunity to make money by tutoring and marking. Students are less likely to feel that they can argue with a numerical score than with others' opinions, which is relaxing for all involved. (It's the number, stupid?) The pressures for numerical scores often create bad education, with little teacher and student feedback along the way. Students are instead encouraged to become rote learners, who may think that numbers and objectivity are identical. They may also avoid any broader learning and application of knowledge and related critical analysis in potentially useful ways to help regional workplaces or communities, while they gain the certificates which supposedly prove their proficiency. What good is education without a related demonstration by the student of the facility to critically analyse information, apply the results of gathered knowledge and express the outcome of having apparently gained it? Scientific development relies on the capacity for such effective, evidence based activity. Say good-bye to lawyers and all others who claim to be implementing vitally important rules correctly on our behalf, albeit in secret. (Give us a break and pull the other one.)

The preferred way forward for Australia in the current international context

In 1992, the first principle of the Rio Declaration on Environment agreed to by UN members was that humans are at the centre of concern for sustainable development and are entitled to a healthy and productive life in harmony with nature. At the 1994 Asia Pacific Economic Cooperation (APEC) summit, national leaders agreed to create an Asia-Pacific free trade zone by 2020, and to protect health and the natural environment. Achieving Millennium Development and related goals also requires healthier, freer trade. Ideally, regional environments are examined to identify and manage key risks for business, community and environment wellbeing. In this related national and international context, where perfect markets also require perfect information, the broadest and most open communication possible appears logically to be the best way forward to the freest markets. I assume that the government, industry and community planning to achieve this should occur openly with Telstra and related others, including ABC and SBS, other TV and radio stations, newspapers, Microsoft, Google, Sony, libraries, museums, universities, other education and research bodies, etc. etc. This route will produce many better jobs faster, especially in international teaching development and support and marking student product.

Planned publication to meet the needs and interests of consumers ideally starts with education for sustainable development because industries and communities need to work effectively to achieve this, and all value the education necessary for work. Allied education or entertainment products appear to be higher risk ventures because their success depends upon guessing what consumers want, rather than knowing what is essential or desirable for sustainable production in a wide variety of industries and related occupations. Many Australian workers compensation and health insurance inquiries indicate that the benefits of industry and government ownership of insurance and related investment funds are comparatively clear, as long as those funds are managed effectively and competitively to meet clear objectives which are ideally economic, social and environmental. Combined trading and investment systems for large development projects may be effectively coordinated with government support for rural health, education and environment protection programs, especially to assist the poorest. Australian, Chinese and other partnerships could assist attainment of

many regional development aspirations by providing knowledge and skills for development openly and broadly for all to use at will. Publishers ideally take account of such national policy directions in their own production.

The Australian government announced an 'education revolution' in late 2007, aimed at providing each school child with access to a personal computer, the 'tool-box of the future'. The PM also discussed his vision to 'unleash the national imagination from beyond the ranks of politics and the public service' and 'to help fashion a national consensus around a common vision for the nation, with common goals to aim for within that vision' (Sydney Morning Herald, 17.4.08, p.11). The national broadband direction is ideally addressed in a related context of industry, community and environment planning for sustainable development. The Australian Broadcasting Commission (ABC) outlined its plans for five channels. ABC5 will be the Educational Channel providing English and foreign language tuition, curriculum material and an integral digital resource for a newly developed national schools curriculum, with at least 50 percent Australian content to meet teachers' and students' needs. Coordinated consideration and attainment of open education and related entertainment media content, including print, is vitally necessary, so learning on the job and away from it is also easier and more enjoyable for everybody. (See attached submission entitled 'ABC and SBS: Towards a Digital Future').

New broadband technology is designed to assist carriage of many different forms of communication more effectively and faster. The national broadband strategy provided funding to assist regional development. It was produced after an independent regional telecommunications inquiry in 2002 which aimed to provide a comprehensive assessment of telecommunications services in regional Australia and make recommendations to ensure that regional, rural and remote areas share in the benefits of new technologies. The strategy is ideally designed to allow broadband investment across all levels of government and to be coordinated with regional priorities for sustainable development, while also providing a national focus to all activities. This logically includes curriculum acquisition to meet key occupational shortages and for promoting effective management to achieve sustainable development. Ideally this could also act to reduce unemployment problems arising in production environments which seek to move to cleaner, greener, freer forms of trade. The 20th century technologies have meant a massive reduction in the need for constantly re-inventing the wheel, as is normally done by teachers talking in classrooms which are often far away, and to which students drag themselves, often at exorbitant cost and inconveniently. Curriculum is out there and can be put in any language. Call for it.

Australian cultural product currently seems likely to be marginalised or transformed to meet US cultural demands unless strong efforts are made to promote an alternative through better cooperation between mining, manufacturing and service industry interests, including between education and research institutions, television and radio stations, newspapers, book and other publishers, museums, libraries and governments. The media otherwise appear likely to rely increasingly on cheap US cultural product for cost containment and/or for many much more expensive personal exchanges, which have that desirable Harvard or related stamp of commercial trust. Going forward, Australia should stop following in the traditional US or Oxbridge academic footprints. To compete in a US dominated global market Australian cultural producers need

instead to seek industry and community production partnerships designed to reduce the costs of education for all those populations who seek to learn or to be entertained in English, Chinese and many other languages.

In the above context ABC and SBS appear to be major Australian strengths. Many countries do not have such independent, high quality media with such broad charters based on seeking the public interest. This appears to provide excellent opportunities for linking and promoting education and entertainment so that each may drive the other. For example, the SBS Code of Conduct contains many statements like:

‘SBS leads the exploration of the real, multicultural Australia and our diverse worlds. This means:

- We are a pioneering broadcaster, going places that other broadcasters avoid;
- We reflect real, multicultural Australia – contemporary Australia is multicultural and multilingual; and
- We explore and connect the diverse cultures and perspectives that make-up the worlds that we live in.’

I have recently recommended the SBS code in a submission to the Governance of NSW Universities Inquiry as a freeing, opening, broadening and related evidence grounding device. The Sydney University Act seeks free enquiry. However, the Sydney University website, reflecting the increasing commercialisation of research and education, with its related high tuition costs, states the university seeks ‘a paramount fiduciary duty of loyalty to the University’ and ‘an atmosphere of mutual trust and respect’.

Universities should instead seek free and open enquiry and learn from the ABC view of self regulation and from the multicultural approach of SBS. An academic properly holds an allegiance to the search for truth about matters of substance above all other loyalties. Transparent curriculum product should be valued as much as transparent process, so all may judge its value and benefit from it further. If this elevation of the search for truth is not recognized in a university, then who may one trust anywhere else in society? Certainly not lawyers – they operate on feudal, pre-scientific principles which have been clung to over centuries and support vested feudal interests. In addition, those who inquire freely in order to pursue truth from another perspective have often been charged with lacking trust and respect for existing social structures and those colleagues or others who inhabit them. Consider Galileo, Copernicus, Marx, Freud, Kinsey and a galaxy of other extremely influential intellectual innovators who saw themselves as being scientific but who were pilloried or worse by those surrounding them and upholding the status quo.

In the Australian national training system, as distinct from universities, Industry Skills Councils are responsible for consulting with employers, employees and other key industry stakeholders to identify current and anticipated skill needs of a particular industry sector and community. Training packages outlining competencies are developed and approved by all state and territory training authorities prior to submission to the National Quality Council for endorsement. The packages are then delivered and recognized across Australian jurisdictions and made available on the

National Training Information Service website. However, such packages are not curriculum. Registered training organizations have responsibility for design and delivery of curriculum. Teachers who meet the training and assessment competencies outlined in Appendix 2 of the Australian Quality Teaching Framework 2007, which is entitled Essential Standards for Registration and provided by the National Audit and Registration Agency, may develop learning strategies and deliver programs. After searching all the above-mentioned, extremely confusing websites, I still have little or no idea what anyone actually teaches in the classroom and wonder who does and how. My guess is that any currently employed teacher is considered to be fine.

Community benefits can be derived across all boards if industry leaders, their organizations and members participate in broader, more open, regional community planning approaches which address management and skills developments to achieve the goals of sustainable development as broadly as possible. Curriculum for the identification, prioritization and control of risks to communities and environments, in order to devise more effective injury prevention and rehabilitation strategies is part of this approach. The carbon pollution reduction scheme ideally provides support for this direction. Skills Australia, the federal government's training and advisory body, may be in the best position to undertake the initial task of curriculum acquisition and open display for many national registration and accreditation schemes. Phillip Bullock is Chairman and a former chief executive of IBM Australia and New Zealand. Members of the group include Australian Industry Group chief, Heather Ridout, the Australian Council of Trade Union president, Sharan Burrow and the chairman of the Independent Pricing and Regulatory Tribunal, Michael Keating (AFR, 18.9.08, p.7). Teachers or others who would like to offer curriculum may represent themselves or their organizations. Educational and entertainment publishing are ideally conducted in this national and related international context which also seeks sustainable development.

In 2008, IPAA NSW, which provides some training for public servants, according to the usual opaque and expensive principles of face to face contact, using contract teachers, investigated what government CEOs and others want 'with respect to professional development, member services and policy practice'. If I were one I would want to know exactly what is being taught by IPAA contractors and how it can meet my organizational needs, especially in regard to sustainable development, as flexibly, effectively and cheaply as possible. By offering its current curriculum products to Skills Australia, to meet sustainable development needs and identified skills shortages, IPAA could also encourage universities and registered training organizations with which it may be affiliated to cooperate better. Basic training of police and many other groups should be more open and promoted more effectively so many more in the community may know what is involved.

Subject aims, the education content (print or pictorial) to meet those aims, and the assessment related requirements for knowledge attainment and certification of proficiency in practice, are the primary issues that should concern a teacher. Otherwise, she may appear to be a law unto herself, who operates with insufficient justification for what she decides to teach and for its related certification. This has been recognized as problem in university research. For example, the elite Group of 8 Universities Response to the Expert Advisory Group's Preferred Model paper for the Research Quality Framework (RQF 2005) identified the need for a clear statement of

research purpose in relation to application of the RQF. The first two points of the proposed purpose for the RQF were:

1. To provide governments and business with the additional information they need to assess the value of their investments in research
2. To provide researchers and institutions with the additional information they need to plan future research strategies.

Students and potential students, as well as the above stakeholders would benefit from the provision of freely available undergraduate or related content which meets the identified needs of industry and regional communities better. This could provide baseline information upon which training for research might normally be expected to develop. The Sydney University Business Liaison Office appears obsessed with patents as the only legitimate form of commercialization. The organization seems to have gone backwards since 2002 when Kevin Croft offered a definition of commercialization as:

‘Maximizing the process of transferring outcomes to the community in a manner which optimizes the chances of their successful implementation, encourages their use, accelerates their introduction and shares the benefits among the contributing parties’

He offered this to a Medical Foundation Conference. It still seems good to me.

Thank you for the opportunity to make this submission. I do not treat it or the capacity to email lightly. I am increasingly impressed by Australian democracy. Combined with good TV, newspapers and Google I find its potential power stunning but underutilized.

My basic view is that much Australian education is very good as well but could be much better directed to assist everybody, including publishers and writers, to attain their goals.

Yours truly
Carol O'Donnell,.

The four attachments are available on request from the Commission. These are as follows:

1. ABC and SBS doc;
2. A Healthier Approach to Justice and Environment Development;
3. Constitution;
4. Tax Aims.