

# Australia's civilisation

## A scientific approach

<b>Part one</b>	<b>Science and engineering .....</b>	<b>3</b>
	<i>Overview .....</i>	<i>3</i>
	<i>Introduction.....</i>	<i>5</i>
	<i>The Market Economy.....</i>	<i>7</i>
	<i>The Hilmer report.....</i>	<i>7</i>
	<i>Telstra an essential public support infrastructure.....</i>	<i>16</i>
	<i>The dangers ahead, a “stone wall” beyond the fog .....</i>	<i>24</i>
	<i>Commercial TV and viability.....</i>	<i>25</i>
	<i>Building bridges .....</i>	<i>29</i>
	<i>The sovereignty of nations.....</i>	<i>37</i>
	<i>Democracy, social justice and the rule of law.....</i>	<i>40</i>
	<i>Managing sciences as assets and economic capital.....</i>	<i>45</i>
<b>Part two</b>	<b>The world under threat .....</b>	<b>48</b>
	<i>Social assets, markets and the economy.....</i>	<i>48</i>
	<i>Sciences and Innovation the catalysts for productivity .....</i>	<i>57</i>
	<i>A government with conflicts of interests.....</i>	<i>58</i>
	<i>Australian honey pots.....</i>	<i>59</i>
	<i>United Nations under attack.....</i>	<i>60</i>
	<i>The new “individualists freedom”, not so free.....</i>	<i>62</i>
	<i>Sciences for “The Nation” or private “Market Forces”.....</i>	<i>64</i>
	<i>The power lunch .....</i>	<i>78</i>
	<i>Privately owned shopping centres.....</i>	<i>78</i>
	<i>The compulsory super .....</i>	<i>80</i>
	<i>Upside down motives against science and innovation.....</i>	<i>82</i>
	<i>The bureaucracy in defence.....</i>	<i>83</i>
	<i>Foundation of the United Nations .....</i>	<i>85</i>
	<i>The evolution of markets .....</i>	<i>86</i>
	<i>The sciences, the key issue in the major reforms agenda.....</i>	<i>87</i>
<b>Charts:</b>		
	<i>OECD privatisation of public assets, by country (USD Millions).....</i>	<i>90</i>
	<i>Media Market .....</i>	<i>93</i>
	<i>Telecommunications.....</i>	<i>94</i>
	<i>The United Nations Organisation.....</i>	<i>95</i>
	<i>Acronyms.....</i>	<i>96</i>
	<i>References .....</i>	<i>96</i>



## **Part one                      Science and engineering**

### **Overview**

Ever since the beginning of civilizations, other than natural causes the sciences, technologies and innovation have had the most dramatic influences socially and economically, for good or for evil, in times of peace and in times of war.

The last two decades has possibly been the best era in the history of Australia, for major “breakthrough” opportunities from the sciences and engineering for social and economic progress. These opportunities could not only have benefited all Australians but also by “technology transfers” to less developed nations could have improved the welfare of unfortunate and underprivileged communities around the world.

However, the Federal government have placed its faith not in the sciences but instead in the “Market Economy” that promotes “governments cannot manage businesses” and therefore private partnerships with government and “privatisation” of public support infrastructures is a more effective means to improve productivity and the efficiency of markets. From this the sale of public assets followed and contributed to the offsetting of Federal government fiscal debt. The Federal government now claims that the economy is in excellent shape.

This major policy shift was embedded into Australia by the adoption of the Hilmer report of 1995 that was officially legislated in 1998 as the “National Competition policy Act” (NCP)<sup>1</sup>. This reform places the Federal governments faith in the ideas generated by economists that “deregulation” and “Market Forces” in “competition” is “good” for the economy.

From this new policy the Federal government has committed public assets, previously under the authority of the agencies of governments, to be under the authority of private companies thus creating a new governing force external to the elected government over the public support infrastructures.

“Deregulation”, that removes common law as per agreements in private between financial and commercial unions and Federal government is to remove the means to use common law to discipline their markets. This is to commit the public to have faith in Federal government that any company with this “new freedom” can be trusted and will always be good. Federal government however established regulators so that the public would have confidence in this new reform.

An in-depth evaluation exposes troubling trends. This reform program is producing more conflict and confusion, and increased criticism, blame and costly litigation, across the nation. The steadily worsening negative trade balance is now heading towards \$600 Billion.

After a decade of experiences with “Privatisation” of public support infrastructures, and “deregulation” the economy is far from being internationally competitive. Productivity improvements in the private sector are more than offset by increasingly unproductive administration and serious and costly program delays.

The dilemma seems to be that since NCP reform, regulations, litigations and administration are more complex than ever. It would seem now that government itself is becoming dependent on certain elements from a “small number” for their own power to be returned to government.

This is the political choice of any nation, but it may not be the democratic choice of the public. What is obvious is that a small number of people, not in any significant way the majority, have made themselves very wealthy not by contributing to efficient economic process but by market exploitation. This has been at the social expense of the majority and achieved by privately manipulating world programs for the majority.

Telstra has been a key factor in this. Australia is dominated by a global private media cartel. Television is the most powerful tool invented to influence attitudes and beliefs. Internationally, it is already used for good and for evil, for open scientific education to the public and for private and secretive exploitation of the public.

This has been allowed to occur and even promoted while the NCP policies claim to be of social good. This paper explains how governing authorities are being misguided as to certain views on the nature of a democratic government and economic policies. It explains that the economy has inherent and hidden defect against long-term efficiencies for the majority. This raises serious questions that have a major impact on the sciences and on innovation.

So what are the forces that make the difference, either the forces for good or for evil, forces for private wealth or for sharing of opportunities? Where are the forces for the best in the long-term? How will Australians unite for a common objective that they can reason, understand and trust and enthusiastically support?

The relationships of the sciences and innovation with markets and the public have been excluded from these economic reforms, even proposals that universities also should be exposed to market competition. This is a most dangerous trend.

But the hardest of all questions to answer, is how and what are the resources available to Australians, to convince government of their need and the actions for government to adopt the “changes” to do so?

This paper provides the reasons why faith in the “Market Economy” is seriously misplaced. It proposes how governments can instead be re organised and aligned with universities so that scientific intelligence will be the major force to assist the public in a far more positive role for the future economy.

This paper focuses on why and how the sciences and technologies can be efficiently managed by democratically elected authorities that will support and value university foundations whose resources will be shared between Federal, State and Community governments. This proposes how and why universities are the catalyst for efficient advancement of civilisation. This is also the means for governments to dramatically remove administrative waste, and expand Australian social and economic assets for far more efficient investments in trade and commerce. Within two decades Australia can be economically and socially, internationally competitive

## Introduction

The economy has never been so good! Everybody agrees. Australia has record growth, lowest unemployment, and low inflation. The Federal government for a decade has soundly managed the economy. Australia is a democracy with a good record of health services to the community.

This week, the Prime Minister John Howard announced to Australia, after a day's COAG meeting, that we now have an agenda for major reforms. With this excellent economic record, why reform anything? However, they must know what they are doing. We individuals have to trust that they do.

What is reform? Without any knowledge as to what these reforms for Australia are, leaves one a little out in the cold as to what it is all about. Is this democratic? Can the governments be trusted? How is the public to be motivated by these reforms?

The Collins English dictionary defines “reform” as “*to improve an existing institution, law, or practice by alteration and correction of abuses. To give up or cause to give up a reprehensible habit or immoral way of life*”.

So it appears then that the new major reform packages expect that, as a political agenda, the bad things are going to be turned into good things. It also suggests that Australia will adopt a concept of continual improvement. Then the major reform policies have to be a good thing for Australia. But for it to be effective for the good of the economy, Australia must have a program for the public to understand, to reason why and to participate.

This paper is to explore whether government NCP reform policies have been good for Australian sciences and innovation and whether the public understands why the Federal government motives are for their “good”. Are Australians more aware of the exponentially expanding and revolutionary opportunities from the sciences and technologies?

Are Australians involved with this new knowledge and potential opportunities from the new sciences? Will all Australians have the opportunities to realize their local potential within a sovereign nation, the economic potential in global markets and Australians’ potential and opportunities for creating new markets?

Or, as is the current political trend, will these issues remain confidential between Federal government and the new private “Market Forces”? This seems almost to be a religious issue, a political belief in the idea that private “Market Forces” will lead us into salvation.

During the last decade, Australians thoughts, attitudes, and beliefs have been diverted from the new intelligence and new opportunities from these sciences and technologies. Australians, it seems, have their minds far more focused on global terrorism with Australia’s support for USA and UK global military objectives at the exclusion of the United Nations agenda.

The average Australians are more focused on professional sports, and entertainment, and a new political doctrine, the “Market Economy” with its focus on private “Market Forces” as the power behind economic improvement. The sciences and technologies are not a priority, some not even understood.

It is social and democratic negligence of government not to facilitate new social, trade and commerce opportunities from the new global knowledge gained from the revolutionary expanding sciences and technologies.

Australia's top priority is to invest in social assets as public intelligence relating to the new sciences so as to stimulate new opportunities for healthy young Australians to voluntarily participate and share in the future capital markets and economic wealth. Government's faith that this intelligence is already within private "Market Forces" is seriously misplaced.

For those of us who have been closely involved in international major manufacturing industries, ten years is a very short time to evaluate whether the business investment, long term, is good or not. For a bookie one day is long enough.

A mining company has a far better idea as to what are the most likely assets and liabilities, and in what time frames the assets, once discovered, would be economic. This is a measurable beginning, measurable throughput time, and then a measurable end. How economically successful or efficient it may be over its lifetime, depends entirely on four parameters, demand and supply, and on the sciences and innovation.

Almost all economists evaluate the economy as based on demand and supply. Science and innovation is rarely mentioned and certainly not understood or omitted from their hypotheses, forecasts, and reports. The Sciences and innovation are the most likely means to create a new market that previously did not exist.

When Michael Faraday, in England around 1820's discovered that from oil, benzene and plastics could be manufactured, no economist forecast that by 2006 these discoveries were the seeding of what we know today as the world's largest economies. However, industrialists already have the indicators for the end of this business cycle but economists have no indicators for its replacement.

There is no way at the time of the seeding of a new discovery for commercial realization in new markets that any economist or politician could ever know or calculate what the demand or supply could or would ever be.

After the social investments have been committed from the sciences and its collective intelligence for public education for the seeding of a new market, the capital will be required. A capital market and the rule of law are the catalysts to efficiently finance new technologies. However, with deregulation, there are many ways economists, lawyers, and commercial operators will contrive the means for private exploitation of the new technologies and their markets.

There are many devices for private political interference for commercial exploitation in markets and even contrived means to block competitors access to market. Once a producer recognized these adverse practices, in markets, the advancements from the industrialists will not be exposed to this contrived exploitation. The market will rapidly deteriorate to be inefficient and unstable. Telstra in Australia is just such an example.

It is irrational for governments to resource policies that "force" competition in existing markets. Efficient capitalism will do that. That is why nations must have democratic government, to ensure capital is invested efficiently. The first essential is that the social capital, the investments in human intelligence as

human capital before commercial capital can be efficient, is efficient. Without this being efficient, the public is at risk of being exploited in capital markets.

Therefore, an absolute for a democratic government is that the nation has the rule of law for the public and that the public knows and understands how and why it has this protection. When this is so the capital markets will also be secure from contrived exploitation. Only then can capital markets work efficiently.

The key issue with this is to democratically remove the “confusion” that exists between “the rule of law” and “regulations” as this “confusion” with law is the cunningly contrived and secretive means used by “Market Forces” to have privileged access to markets for private exploitation.

Below, using the Telstra as one example explains how and where the Hilmer doctrine has been used, not as a program to improve the efficiency of markets, but as a political program for private exploitation. This is an example to show how government has been misguided. Later this paper will cover a better approach to “deregulation”.

## **The Market Economy**

The “Market Economy” is a new global doctrine. The economists that support this doctrine, promote that economic growth, can best be achieved by “competition”. They promote that governments cannot run businesses. Private businesses, in competition, can more efficiently manage public support infrastructures, as private partnerships with government, or by privatised ownership of public support infrastructures. These private businesses, as organized commercial unions, can lobby, in confidence with government, for deregulation, and then adopt their own codes of practice or behaviour, as private self-regulations.

The Howard government supports this doctrine and has committed Australians to this faith in this advice coming from economists. The “Market Economy” is now a secular educational program in Australian schools, superseding, in classrooms the study of the nation’s history, the study of the historical events in the sciences and engineering, and the study of the history of the United Nations and its democratic objectives.

## **The Hilmer report**

It was the Labour government that, prior to 1995, with a committee chaired by Professor Fred Hilmer,<sup>3</sup> an economist, first focused Australia on this new doctrine, the “Market Economy”. This philosophy, studied by the Labour government and adopted by the Liberal and National coalition government, puts the faith for “good” government, on advice from economists.

The Productivity Commission monitors the Hilmer doctrine, the National Competition Policy Reforms, in Australia. The adoption of these reforms is a major change in government faith. Over the last decade, economists have been directing government policies, political processes, and legislative commitments for State and Federal governments but far more intensely within the Australian Federal government.

The recent period of “economic growth” in Australia is politically flagged as the

result of these “economic reform” policies. But is it? Are the overseas demands for Australian minerals, and the retail growth of consumptive goods, (the major contributions to economic growth), the result of “good ” government reform?

Is the sale of Australia’s major mineral companies to overseas authority “good” for Australians? Are the sales of public assets to private “Market Forces”, that has been a “one off” major financial contribution to the Federal government’s fiscal debt, resulting in “good” economic and social outcomes for Australians? Is the privatisation of the stock exchange “good” policy for Australians? Will the compulsory super provide their owners with a comfortable lifestyle in their retirement? Where does the science technology and innovation fit with these changes? What are the consequences, on social justice, democracy, and the rule of law?

In 1971, Professor Schwab Klaus founded a new global private interest group, the “World Economic Forum” (WEF). Its members promote the philosophy of “The Market Economy”. The WEF is a private global movement, whose members include a few of the world business elite, with an objective to break away the “shackles”, they claim, on their objectives, imposed by the political processes of democracy, social justice and the rule of law.

The promoters of this doctrine claim that governments should respect their private experiences and “good” economic management. Their ideas are that this “new freedom”, for big commercial businesses will stimulate the nations, globally, and the world economic growth. Even public support infrastructures, the social capital of nations, will be more efficiently managed under experienced private business management than under government agency management.

In Australia, this doctrine, under the chair of Professor Fred Hilmer was adopted by the treasurer Mr Peter Costello, post 1998 as “economic reform”, and again re endorsed by the treasurer, in year 2000. This is a doctrine based on faith in economists’ evaluations and opinions of markets, a new faith. Their respect for the “market” system evolves from their personal contacts with private individuals that are or have managed global commercial and financial companies. Their globally organized union, the WEF, with political arguments, expressed by economists, lobby with governments of nations for opportunities of interest to their private commercial objectives.

This new government’s faith in economists is embedded in Australia as a commitment, the National Competition Policy Reform, (NCP). The Productivity Commission reviews the program and regularly reports progress. Their latest available report is Number 33, 28<sup>th</sup> February 2005.

The Act claims that this is for the consumers’ best interests, but very few in the Australian public actually know of the existence of this report. Those who have most to gain from this reform doctrine, take a close interest and align with government, with media promotions to the public, employing economists to write the articles or speak on radio, to support these dramatic changes.

These new private individualistic alignments with government include proposals for private partnerships, to lever as “one foot through the door” and negotiate in confidence for commercial opportunities. Even their submissions and private meetings with government are confidential. Cabinet is no longer an open process to the public.



So Australia has a new political process of confidentiality with a few companies or commercial unions who now negotiate, as private/government aligned partners, ways and means to support and assist in their commercial objectives. These meetings are not open to the public. Australia has at top level of government a new secret society that includes the local and global elite. This privacy and secrecy with government surely must be a serious and dangerous concession, a political privilege in confidence to a few.

The United Nations Organizations, via World Trade Organisation and the World Bank highlight these adverse trends as being against the generation and fair distribution of wealth, against the aims to relieve poverty and support for the less privileged in the world.<sup>4</sup>

One observation from this latest NCP report and all previous reports, is the omission of relationships between systems and processes, pre and post privatisation that would have demonstrated “success or failure” as empirical proof of the expected outcomes. This program for government has not set standards and performance targets to measure outcomes within defined systems and within defined processes.<sup>5</sup>

The real consequences from this WEF “new freedom” policy, as the impact on the economy, have not been tabled. This is a fundamental flaw that would be unacceptable in well-disciplined improvement or change programs. Therefore, there is no means to evaluate how other alternatives for improving the efficiency of Australian business performance may rank.

For instance, a social program to disperse new knowledge, or a scientific behavioral program, educating in personal self-confidence and team problem solving and improvement, for quality and efficiency improvements, within any or all systems and processes in any business, private or public.<sup>6</sup>

Nor are the reasons or evaluations, of the continually deteriorating trade balance, included in this report. The treasurer Mr Peter Costello recently claimed that this trade debt is a problem with private business management, not a government problem. Government once was a support for the objectives of private enterprise, not a competitor.

Yet, the reason for the social capital, the public-support infrastructures owned by Australians having been privatized or placed under private authority as private public partnerships, was because of government’s faith in private management. There are however many examples of public assets that are privatised, tabled as successful achievements as planned, that have contributed to major new wealth opportunities in a very short period for the private individuals managing the businesses.<sup>7</sup>

The trend in government in Australia is towards isolation, that is while government becomes more involved in private relationships with major “Market Forces” it becomes less involved in responsibility and accountability to the public. It is not possible for economists and lawyers that have replaced the scientists and engineers in government departments, to understand how new industries evolve and why administration is a non-productive cost that should be reduced, not expanded.

This trend of more administration, more retailing and less industry is an adverse trend against wealth distribution by creating more low income jobs, that is

reducing the social groups relative living standards and Australia's overall international competitiveness.<sup>8</sup>

Farmers, cities, and industries have water constraints. Trains do not run on time. Ports have ships waiting for 10 – 20 days. Phone services too often involve hours of waiting per week. Hospitals have long waiting lists. Schools and universities are falling behind the international advancements in sciences and new knowledge. Advanced public transport technologies are not being planned to improve energy efficiency. Telecom Australia adopted the most revolutionary telecommunications program in the world for Australian, now aborted by the Telstra board.

Both parents of most families must be employed to maintain a reasonable lifestyle at a social sacrifice. Even with IT systems everywhere, the costs to business, and the waste of personal social time with administration and reporting and auditing is at an all time high. This is diverting time, resources, and public attention away from the real and urgent issues that only the sciences and engineering will resolve.

Instead of adding real value to Australians' business and social investments, by adopting the new revolutionary technologies available to Telstra, to also substantially cut administration as one national system, this essential public support infrastructure is permitted to be exclusively managed to benefit the private objectives of News Ltd and cartel partners.

News Ltd does not contribute to the engineering of this public network but has proposed publicly that a company recently purchased from an entrepreneurial engineering team, "My Space.com", be installed so that like Foxtel, they will also have exclusivity on the huge Telstra national cable network. This software will also be used to exploit young people's social wealth and health with even more temptations for promiscuous behavior.

The newspapers are full of this new objective of News Ltd so the share prices go up but not the dividends. Australia is near last in the world with the digital transition program, a program for Australians but blocked by News Ltd private modifications to and interference with the public national cable system so that a media cartel has an exclusive cable TV monopoly financed by the public.

Government members of Cabinet cannot learn and understand the real opportunities for dramatic improvement while they as preference use only economists and lawyers to confer and concede in secret from the public and in confidence, to permit these exclusive privileges to the elite they so admire and respect for their economic advice.

This \$64 Billion system, engineered and built by Telecom Australia for open markets in telecommunications and television, to replace the antique copper fixed line phone system is generally noted in the media, or quoted by Mr Kim Williams, as the "Foxtel cable" as though Foxtel own this public cable system. When the Federal government sold Telstra shares to the public, it did not disclose or reveal the News Ltd TV monopoly achieved by technical interference with the public's cable system. This is unethical political behaviour.

Even after many submissions from the industry to Senator Helen Coonan, that Australia has this vast increase in spectrum capacity for the public for over a decade, the world first to do so, the Senator still speaks to the public as though

she seems not even to know of its existence!

Only a major force could cause this revolutionary change in political behavior and public attitudes and beliefs in any nation. This force is not “good” for Australians. This is an indication that Australians are being committed to insincere advice.

90% of the steel types, used in industry today, were not even known ten years ago. It is the activity of the young, with new knowledge and skills, their healthy heartbeats that flows blood to their brains, the mental and physical energy of any nation, the social capital, and therefore the future economic capital, that will determine the outcome for all Australian’s lifestyles.

Young Australians can be cultured as a fertile field of knowledge, intelligence, and experiences, as the social values for future economic investments for Australia, as a sovereign nation. This is Australia’s social capital.

The alternative, as Australia’s political choice, is to allow the public, as individuals, to be exposed to the world of “Market Forces”. A few will be exploited by private local and global “Market Forces” while the rejected remain in Australia’s less fertile fields, as humble servants to retailers and administrators or worse, in a social wilderness and expensive waste or part time work now statistically measured as full employment.

And why are these individualistic private “Market Forces” that have confidential access to government to be trusted? The public has no means to democratically vote for or against their authority over social capital or public support infrastructures. While the public are “blind folded” to these private and secretive processes within Cabinet, the public is completely dependent on government’s faith in economists.

The public has no options than to trust the government’s involvement and commitments from their faith that private “Market Forces” will always act for the good of the nation. Even the public now must trust government without the knowledge and intelligence to reason why. If this is the case, is this new faith in economists reasonable or is it irrational?

Government’s new faith in this global doctrine of “individualistic freedom”, is also faith that these individualistic forces are folk with only good objectives for the future of civilisation. Peter Jensen explains that this individual choice between good and evil is the only freedom an individual has<sup>9</sup>. Every other choice must involve relationships. If every individual has the freedom to choose between good and evil, then for this to be true, to have faith without reasoning why, without the rule of law, could be a dangerous faith.

If this is true, then the risks to the public, from adopting the Hilmer doctrine are far too high. It is dangerous risk to democracy and social justice and the rule of law. It is a special risk, potentially a risk of stimulating an anti social community. This global anti social behaviour that we are observing on our TV screens, the 20 second news clips without knowledge, 15 second pot shots, the 30 second adds that tempt promiscuity and reckless motor vehicle handling. This is information, masses of information flow, in never ending streams of media dispersion without the knowledge to reason why. TV time and radio time must always be filled with something, even when it is without rhyme or reason. It cannot stop.

My own days of being young, my dad would take me to the local movies on a Saturday evening. Every session included a film of twenty minutes or so on safe driving. Today we have continuous private commercial TV, 50 or 60 channels of Foxtel TV on the public's Telstra cable network, but not one minute is devoted to a lesson on safe driving. Instead "Speed kills", a government advertisement without reasons of how or why that has no meaning when the next add or movie displays how reckless one can be with this new model vehicle. This does little more than donate more public money to private media owners.

Senator Helen Coonan, on Announcing "deregulation" and foreign ownership as being in the best interests of consumers has kept secret from the public a vital piece of knowledge and intelligence for the public to reason why. This is that one foreign global cartel, aligned with News Ltd already has over 70% market reach to the Australian consumers.

The total electromagnet spectrum for Australia is almost entirely devoted to private commercial media. The only educational television program operating on a regular basis in Australia is for the dispersion of knowledge, skills, and training in gambling. This is a vast waste of resources, to promote consumption and growth of expenditure, so much as waste, social waste, and inefficiencies and waste in the economic system. Work harder, spend more, and trust Australia's reform programs.

The public is drowned in one way privately dispersed information but are starved of the knowledge behind the information. The public has little alternative than to accept these mentally confusing ideas. The public has little time to discriminate between community misbehavior, riots, terrorism, and war, with virtually no scientific knowledge and intelligence for public to reason why, in between all this information.

Australia has many examples of being first or near first in the sciences and engineering. Repro made the world's finest racing car engine in its time. J R Dugan's first flight was in 1910 and by 1911 could fly his aircraft a 1000 miles only seven years after Orville Wright first flight in 1903. Today we are about at the end of an era of piloted aircraft, as the sciences and engineering have produced far more efficient technologies for the management of flight, now used for war but not yet for peace. Yet Australia is committing \$Billions to several decades of piloted war machines. Is this rational?

The public no longer has the knowledge to understand the difference between the police force, which is frequently exposed to pot shots, but essential to protect the nation's sovereignty, and a military force, that could be used to defend or destroy a nation's sovereignty.

Today, the average citizen has little opportunity to talk to or to know the local policeman who is their security officer. It all comes as one continuous flow interspersed with tantalizing entertainment to attract advertising, retailing, goods consumption, competition, and terrorism.

The oldies of Australia still remember the extremely adverse social consequences that were realised by an individualistic and dominating authority over newspapers, radio, and movie productions, as a tool to achieve public support for imperialistic objectives. The objectives for young Australians, if they are allowed the knowledge to understand the consequences of the new reform program from the Hilmer doctrine, surely must be to revitalize

democracy, social justice, and the rule of law.

Young people are the future. The impact of knowledge and disciplined intelligence of our young people, on the social and economic wealth is not a subject of focus in the NCP report. How else could the young Chinese, Japanese and Malaysians manufacture HDTV displays, HDTV home movie cameras, all to interoperable and optional display standards.

These are the same package of consumer digital standards, open international standards that Senator Coonan does not respect or acknowledge, or perhaps understand, to manage the public's vast new cable spectrum capacity, and to efficiently interface this cable system with terrestrial and satellite spectrum.

How else could Australians purchase, for less than \$3000, digital TV cameras of far superior picture and sound quality than the Australian public must still tolerate from many Australian TV broadcasts. How else could a Japanese automobile manufacturer, become the most successful supplier to the United States markets. How else could France, China and South Korea lead the world in Nuclear energy sciences and technologies without internationally shared knowledge, standardisation and the rule of law? How else could China excel USA in export value, without adopting standardisation and the rule of law, even while using Australians natural resources to do so?

Arthur Bishop, of "Austrans", who died recently, was the researcher and developer of high-speed vehicle-and-track systems, machines for China to automate manufacturing, producing tooling for biomedical companies, such as Cochlear, for GE in USA for motor vehicle components. Yet Australia economic policies stimulate foreign companies to own Australian mines and manage Australian natural resources who export Australian ore to China, leaving only an opportunity for the smart Australians to teach Chinese how to manufacture so at least, Australians can then buy their manufactured products. This is the global market economy, the "Market Economy, a doctrine to exploit Australia.

The real problem in Australia is this fanatic religious belief that competition is the salvation for the economy. The opposite is reality. Knowledge and intelligence from the sciences and technologies is a discipline to established standards. Education follows throughout the nation so that financial investments and public and private assets are efficient. Only then could Australia's economy become internationally competitive.

The international scientists and engineers in Asia that are also contributing to exponentially expanding global opportunities are not "low paid workers" as Australian media and government promotes. Post Foxtel startup, the Australian government dismantled their public research laboratories and aborted its participation in global forums relating to these sciences, technologies and international standards.

The government promotion of private partnerships constrain universities from many other research opportunities or public support programs as "open" public foundations by committing this valuable public foundation to be involved in secretive private partnerships, as per the Hilmer doctrine.

Several displaced scientists from the digital transition program were re-nominated to supervise unrelated private/university partnership elsewhere in Australia. Few who were with the program, when denied further work for the

Telstra and government research commitments, moved to China, Singapore, South Korea, and elsewhere, to work. Their salaries are equal or for some, above salaries earned while in Australia.

After a decade of wasted time, waste in management costs, and a decade of lost opportunities for international investment, Telstra is searching again to find these skilled people, to complete “ring circuits” of glass fibre so that the Telecom Australia program can be completed.

Australian private partnerships with government are in direct conflict with these public programs that share international sciences and knowledge. One example is government’s denial of its support for electronic industrialists’ international standards package, the digital transition program that USA still without a national fibre network has mandated. The private partners within the Foxtel consortium played no part in inventing and developing the technologies from these new sciences and technologies. Foxtel partners played no part in developing television-broadcasting technologies.

Foxtel partners played no part in telecommunications engineering. The expensive Board and present USA imported managers played no part in Australian telecommunications engineering and have no equivalent experience.. Their roles were to stimulate privatisation so that foreign media, News Ltd can exploit the Australian national cable for exclusive supply of “content”.

News Ltd has total private authority in Australia over these technologies, these public social assets and how they are to be deployed. The media “Market Force”, in control of Telstra, also has total vertical monopoly over marketing TV via the public’s cable system.<sup>10</sup> The media cartels even have total private authority over why, how and where for the deployment of Australians public electromagnetic spectrum system!

The Australian government, Senator Nick Minchin, and Senator Helen Coonan, and Mr Graeme Samuel, the regulator, keep this contrived exclusive and privileged private commercial exploitation of the Telecom Australia cable by a global media cartel secret.

The excuse for this secretive private partnership with government, is the repeated use of "competition" for not intervening. Their claim for conceding this major public asset to be privately contrived, as a cable TV monopoly for a media cartel, is that government cannot be an owner and a regulator too. Does this mean that they must also privatise all roads?<sup>11</sup>

This is irrational, unreasoned and undemocratic propaganda that only supports private “Market Forces” objectives. The public’s only option is to believe this to be true.

The economists promoting the “Market Economy”, and their financial supporters, the elite business leaders would have little interest in the inspirations and the potential aspirations of young Australians. The exceptions would be as private owner with their private authority over the few in professional football or cricket teams or who may be a movie star. Private owners of commercial media exploit a few Australian youths to attract advertising funds, viewers and readers, and show no interest in supporting local community objectives or Australians in sciences and engineering opportunities.

These “Market Forces” know only too well how to exploit these young people,



to influence their attitudes and beliefs and behavior. They earn advertising income to do so. For a dominating private media owner, this is straight forward, especially when government provides the private media cartel with the public's infrastructure as the means to do so. Even far worse, this is also for political party promotion, a system of buying friends, media friends, with additional funds lifted from \$1500 to \$10,000 without disclosure, funds not available for the sciences and innovation.

How else, than by this legislation, could the public be forced to further finance the media with increased funds. This, for the media cartel, is a major win, win achievement. This is a huge fund diverted to private commercial media to add further opportunity for their private "individualistic freedom".

Like all advertising, these advertising funds "force" the public to subsidize commercial television. This is a continually worsening process that is steadily and progressively increasing income to the "Market Forces" who "dumb down" and financially and socially exploit the growing population, the Australian youth. These are the new deregulated "Market Forces" that achieve in private with government their self-regulations to further stimulate the private objectives within the new "Market Economy" and stifle the sharing of scientific knowledge.

Einstein once replied to a question posed to him, late in his life, "you must ask the young scientists, they know far more than I do." The input of the most critical knowledge, the front line disciplined knowledge and skilled activities from the sciences within universities is where the government focus should be for the "next Generation" social and economic opportunities, whether nuclear is right or wrong for Australia. This idea, as a revelation has not been included as a focus of attention in the study by the Productivity Commission.

Commercial media, with their one way system of filtered information, can quickly and repeatedly bully in public, any threatening challenger to their private objectives.

The authority over Telstra and the cable TV market is now the private and exclusive privilege of a global media "Market Force". Instead of knowledge and intelligence, propaganda is often broadcast in order to influence public attitudes and beliefs. This is a subtle process to achieve public acceptance of their ideas without time or space for the public to reason why. Once a media company has been able to dominate most media distribution channels the achievement of their commercial objectives is plain sailing.

This is the new force over Australian politics. It is a force dedicated to promoting the "Market Economy" as a democracy. The Telstra experience is one such proof that private demands do result in concessions from government to "Market Forces" in confidence. Driven by the "Market Economy" supporters, Australia is behaving, overwhelming as the nation with ideas and attitudes focused on individualism and market competition, sports and shopping and temptations of personal pleasures, promoting debt to do so, thus driving Australians into a secular way of thinking and behaving. But even worse, the alliances of Australia, UK, and USA external to the United Nations will drive other nations to a Military way of thinking.

Yet the definition of "religion" in the "Collins English Dictionary includes *"the attitudes and feelings of one who believes in a transcendent controlling power"*. It seems then that the WEF in its self is not secular, but a private

union, promoting a new religion, a new “private kingdom”, the doctrine of the “Market Economy”.

The danger for Australians then is that the Federal government is a worshipper of this new faith and is obligated to service “commercial gods” in their service to their country of Australia, to service the wealth of this country. This is in contrast and is in denial of its “service” obligations to the Australian people for the wealth of Australian people, as a sovereign nation.

### **Telstra an essential public support infrastructure**

Television was invented from scientific discoveries and from public and private shared engineering to be developed into an analogue technology for the production by electronic manufacturers of a television system for the public.

The major problem with analogue television was that it quickly used all available terrestrial electromagnetic spectrum and permitted only a limited number of channels that had to be shared between public and private services. In Australia, near all of these were allocated to private broadcasters.

Post the Second World War, the world economy has been expanding at an unprecedented rate. This has been due, in the main, to new knowledge from the sciences and technologies and the global drive for open markets and fair trade. From 1983, an international consortium of engineers, including Australian government agencies and universities in this work, shared resources to standards, as one public switching system for television and telephony to replace the antique copper circuit switched networks and the antique analogue television networks with one continually progressive digital transition program. This will revolutionise public telecommunications.

This advanced science and engineering is achieving a far more efficient utilisation of the electromagnetic spectrum and will eliminate the expensive and slow copper “circuit switched” exchanges.

The "packet switching" sciences as used in computers and the Internet, the engineering, pioneered since 1983, are now the technologies to be used as one international standards package, the technologies that manage the electromagnetic spectrum for public telecommunications via satellite, cable and terrestrial integrated networks.

The revolutionary attributes are that telecommunications now includes the engineering and technologies to switch circuits so that telephony, television and interactive multi media programs, radio etc, as content can interconnect between any locations. This system is a vastly more economical replacement for the antique "circuit switching" copper wire telephone systems that has no possibility of interconnecting thousands of TV programs and millions of telephone calls from anyone to anyone as today's markets demand.

During this development period, Telecom Australia shared in the internationally coordinated objectives to develop one integrated system for TV and telephony, a program to provide one internationally standardized digital system. This is the “digital transition program”. Telecom Australia was the first to adopt this program and built the world's most modern digital public infrastructure to support Australians for the “Next Generation” of advanced digital telecommunications and television. It was to provide media diversity,



flexibility and to reduce relative consumer service costs to near 15% of current experience.

This was the outcome of openly shared participation, between private electronic industrialists and public universities. This major world-respected program was coordinated with the authority and assistance of knowledgeable government agencies that participated in the related international forums.

With this new technology, during the mid nineties, the Australian government promised the public that Australia will have the new and revolutionary “superhighways” for digital telecommunications and digital television and interactive multimedia. The government promised with this that the public will have electronic subscription services for media content and that media ownership will be diversified.

This removes broadcaster’ monopoly over electronic media distribution channels. Producers can distribute their products directly to their customers or alternatively use distributors to market their products to consumers. This means that spectrum is no longer a constraint, to be used to monopolise the marketing channels and media markets.

Studios, “digital studios” are more valuable than ever, not to monopolize market channels but conversely to service markets as a production house to digitally convert any media into its electronic standardised formats for market or social needs. The new business of a “Broadcaster” now is the “packing and dispatch and customs services” that apply to electronic formatted goods and services as they do for physical formatted goods and services.

For the first time a common administration system will support both physical and electronic goods and services with one administration package. Telstra is the public’s electronic transport and switching services, open to all markets and social services that will also administer the “paperwork” also related to “goods movements” for the public.

This is the opportunity lost in Australia for a decade, to lead the world in this electronic industrial revolution. It is irrational that Telstra be involved in marketing media (“content”). This is unethical, immoral and unacceptable conflict of interests against market users of this public electronic switching and transport system for telephony and media in electronic formats and is in direct opposition with the public purpose for this public investment.

Both the public sector and the private industrialists and public universities shared in the huge investments to establish the human resources, the human capital for these revolutionary advancements to the civilisation of Australia, a world first. Other nations had committed to copper coaxial cable for TV. Coax cable is not suitable for a national TV and telephony network. Australia had not invested in coax cables for TV, so could leapfrog into the far more efficient optical fibre cable to service and support telephony and Television markets, as well as the social needs and interests of the public.

The government permitted Telecom Australia to spend over \$6 Billion, on stage one of this revolutionary system that was to replace the old and now superseded copper telephone wires and exchanges. Stage two was the extension of the cable system to replace copper in the more remote areas of Australia that was then planned to be completed by 2005.

This was possible because three major scientific breakthroughs emerged. First, glass fibre materials can be manufactured as an economical material and with advanced sciences and engineering to control light and therefore, a system to duplicate the public's natural terrestrial electromagnetic spectrum via fibre cable. Australia now has spectrum capacity to "switch" over a thousand new TV services, all operating at the same time, for media diversity, from anyone to anyone providing the potential for dedicated local and regional services within one national telecommunication infrastructure.

The special opportunity with this public program is that TV can be dispersed far more efficiently and with flexibility and diversity by this new cable, in ways and means not possible by terrestrial spectrum, thus freeing the terrestrial spectrum for expanding mobile services and terrestrial spectrum released for new innovations. Automatic control of private automobiles is one such opportunity.

Second, the electromagnetic spectrum, that had been used as a carrier for TV can now be used to transport any assortment of "content" telephony, TV, radio, data, navigation, music, education, any mix of "content" in their electronic formats at the same time. This is telecommunications, television, radio, and interactive multi media, Internet etc, using "packet switching" to switch interconnections for the transported media and telephony by spectrum from light beams in fibre cable. By international standards, terrestrial and satellite spectrum will interconnect with cable also for mobile phone networks or mobile TVs switched at any time, as one most efficiently integrated system.

The third breakthrough is that digital, with a common language, can manage spectrum exactly as we manage and control traffic and transport of goods and services on roads and rail, but invisibly, automatically, silently and without exhaust fumes!

To apply these new discoveries as added values to civilisations, the first major task is to educate the public in these new sciences and technologies so that they have the potential and opportunity of innovation and entrepreneurial motivation. As the public had to learn how to assemble cars, service automobiles and learn how to drive them, build roads and bridges, before the automobile was an industry, so it is with the revolutionary digital transition program.

This is the real and most important issue! People with the "common language skills" can "Talk to" and "Instruct" spectrum, as digital signals, for almost any specific purpose, to send a radio and a TV program, with an email attached for example. Any mix or all types of content, in its electronic format, can be packed and transported, in electronic containers, (packets and packages in containers) labeled and addressed to anyone or everyone, from anyone. Collection of GST and customs duties etc is automatic with any other needs for administration, invoicing, business activity reports, etc.

Young people, as are the compilers of the sophisticated computer games, and digital movie productions, when educated to use the international standards to compile telecommunications system management software, will "switch" in the revolutionary controls and applications. This will exponentially increase social capital for Australians, as the scientists and engineers in local, national and global markets, configure public infrastructures for TV and telephony and with the new related administration!

Only a university with tight relationships with a engineering unit within a

government agency could have the means to discipline the essential “codes” relating to trade and commerce in Australia, compile the software and install this intelligence into the public arena. Private companies have no way of doing this. This is one standardized continually progressive program that, post national education, can be integrated into all physical and electronic trade and commerce administration.

A paper “Promoting Broadband: Broadband Issues in Private Sector”, published by ITU, August 2005 states: **“Direct infrastructure investments by governments can play a key role in developing broadband networks, especially in under served areas”**. (Under served for Australia is “In the Bush”)!<sup>12</sup> Senator Coonan still talks broadband as 56 kbps per second, and only one channel. This is 1977 technology. In 1995 the engineering was already available to manage and switch a diversity of media and telephony services within the many hundreds of channels, at near 30 Mbps each. One or two HDTV or several standards programs and many radio programs can be transported within any one of the many channels. A thousand or more interactive TV programs can be managed by automation as one system.<sup>13</sup>

This is the electronic industrial revolution! This is a completely new way of doing things, a paradigm shift! This flexible electronic transport system is available to everyone for transporting “CONTENT” in the same way as roads, and rail, can be used to transport anyone’s private or public “CONTENT” to anyone, over one totally integrated public network, one standard system open to all. This system is ready to automate the control of private motor vehicles on public roads, as the social planning develops. This cannot be achieved by a privately managed infrastructure.

This system is only possible when government has authority over the electronic management of spectrum, and the relevant public education for this revolutionary public system as government has authority over the physical management of public roads. Except that on the public’s electronic infrastructure all traffic and “goods movement” can be completely automated.

Unfortunately this infrastructure financed by the public of Australia is not available to the public. The Hilmer doctrine was adopted that permitted companies to deregulate. The most critical requirement for this system is that the standards are mandated, as law by government and public is educated on how to deploy the new technologies. Otherwise the public have no means to or opportunities to learn, to understand and to deploy the technologies.

Telecom Australia had this system for Australia ready for the Olympic Games in Sydney, as a world mark. The media had other objectives and won the favour of Federal government to do so.

Unless by politically contrived means, this is the end of an era of Broadcasters as such, having been masters and monopolists over television markets since the start of commercial television. Therefore, private media owners who have this monopoly over markets are all out not to lose their existing monopolies and have already contrived political means to strengthen their monopoly position. The “market Economy” is one of their tools to do so.

The Hilmer doctrine supporting de regulation and privatisation of public assets, gave News Ltd, the freedom, the new commercial freedom to remove the means of common law that would have mandated international standards for the Telstra public infrastructure. The private partnership with government that is

Foxtel, has opened their opportunity to use in secretive ways, both technical and political means to achieve their objectives.

The first action was to dismantle the digital transition program and modify Telstra cable system to a proprietary system so that only News Ltd could access the cable for TV to the consumer markets. Media “Market Forces” had more political authority over this industrial engineering than the industrialists who invented and invested in these technologies. Producers and consumers have no means of employing their university foundations for the disciplines and management of these new sciences and technologies for new markets in Australia.

This private and secretive partnership with government was to allow News Ltd to abort the international digital transition program and install a proprietary system and with the proprietary Foxtel box that must be used at home for cable TV in order to block competition.

The Federal government aborted the international program. This was a concession to the private objectives of a global media cartel aligned with News Ltd. This \$64 Billion asset is controlled by News Ltd to block all competition from the public infrastructure. Even with the T1 and T2 sales of Telstra shares to the public this contrived private behaviour for market exploitation was not exposed to the public. This was not a democratic decision but a decision in private and in secrecy from the public between Federal government and News Ltd. Prime Minister John Howard praises Senator Helen Coonan in public for her support with this as an excellent achievement.

“Deregulation” and “Privatisation” was the means for News Ltd to contrive a scheme to remove the rule of law, which are the minimum standards that should have been mandated by government for this public electronic highway to be open to the public. Prime Minister John Howard still announces to the public that he “believes in deregulation”, the new religion expanding globally, the “Market Economy”.

The Federal government’s excuse is that telecommunications is a market that will be more efficient with competition. Scientists and engineers have always known from the beginning of telecommunications that this is not possible. The problem scientists and engineers have in Australia and other nation’s being conned by the media into adopting the “Market Economy” is that by deregulation, the only access to government for producers and consumers is via economists or via the deregulated union the governing authority over such issues. This is the consequence of the Hilmer report and the National Competition Policy adopted in Australian by legislation in 1998.

Productivity cannot be legislated. Productivity is a behaviour thing. It is the attitudes and intelligence within the nation, and in what people are led to believe, and by what they know and with what knowledge and intelligence they have to reason why, when where, how and who. This is the only means to influence productivity for better or for worse, for good or for evil.

Regulations for productivity are regulations working completely up side down. This is irrational behaviour that is creating decades of vast waste.

This revolutionary telecommunication cable system is not a market! It is an electromagnetic transport and switching system to support all businesses, public, and private, to support trade and commerce in open and competitive

markets, to support social needs. “Content” should include “knowledge and intelligence” and be a vast open market for all existing and entrepreneurial producers to access and to share. This is not possible until the Federal government has total authority to repair this social and economic damage to Telstra so that this \$64 Billion publicly financed infrastructure does support open market and fair trade and efficient capital markets.

This is one example of how political power exists over the public but without power from a democratic Federal government. Instead, private governing authorities have manipulated the departments and the Federal government to become tools for this private power.

See charts pages 91 and 94 that display financially the dominant play of News Ltd and Telstra and why News Ltd focus on the privatisation and technical authority over Telstra! This is directly in opposition to Federal government’s promotion of competition as the salvation for the economy. This is irrational!

### **Diverting public attention from the source of intelligence**

By 1937, Television (TV) was a working system for the public to use. TV is for good things and for evil things. It is now the most powerful tool for humans to influence what communities see, hear, and think about, their attitudes, and beliefs. How they think about war, terrorism, promiscuity, sports, knowledge, education homes, families and bridge building, is entirely up to the individuals with the power and authority over this most powerful tool.

Terrorism is a consequence of fanatic beliefs, insidious religious like beliefs forced on the many by a few that they are right and every one else is wrong. This behaviour when used by TV broadcasters also attracts people to watch television, to sell advertising. Without a rational reason this is irrational. Unconstrained by governments, the media will determine the nation’s culture, attitudes, beliefs, and behaviour for the private objectives or aligned objectives of those with undemocratic authority over the public’s television system.

Private broadcasters are only minor investors in the television system but when private television dominates the distribution channels they are the major reapers of wealth from the public television system. However there is even a more serious economic issue with commercial television relating to advertising that will be explained below.

The public is by far the major investor in the television system. Next are the system founders the intelligence behind the system, the manufacturers of the infrastructures and its components and the software to manage the transport and switching processes from the source of “content” to the home processing of “content”.

The value to the public is in the quality from the producers of “content” but only when the public has open markets to access quality “content” of value. This is not possible when market channels are monopolised by private media investors.

Today, broadcasting and delivery of any media service can be far more efficient as an automated process between producers and consumers. This is the capability from the international digital transition program. This is the electronic industrial revolution. This is the program aborted by the Federal

government after adopting the doctrine of the “Market Economy”.

Broadcasters contrive with government and in private and in secretive ways, and with this contrived behaviour, have monopolized “content” distribution channels to exclude the standardisation for public switching of circuits and thereby socially and financially exploiting the public, the producers and the consumers. They have privately exploited political process to do so.

This is exactly the opposite of “competition”. This is exactly the opposite of open markets and fair trade. It is exactly opposite of social justice. TV is a social investment but permitted by the Federal government to become a tool for private power over a nation’s attitudes, beliefs, its politics and its economy.

Clever Australians who have the scientific, engineering and innovative knowledge and minds to develop the technologies for war or the technologies for homes and the building of bridges have little say in political commitments. The Federal government is instead subservient to an external governing authority.

Saudi Arabia bans commercial television. Australia has about the highest concentration of private commercial newspapers and television ownership in the world.

Television is a system to process and display video signals and produce sounds, originating from remote sources. The television system almost daily bring its audience to the attention of suicide bombers killing people somewhere, or the like event of Israel sending rockets to blow up bridges, streams of events between ads.

We change channels to a movie, knowing we cannot do anything about that. We watch a million people huddled into a camp, with little food, cold and miserable, and switch to the comedy channel knowing we cannot do anything about that. We see a documentary that the oil supplies are running out, then switch to the stock markets, to buy oil shares, knowing that we cannot do anything about that.

Unconstrained by governments, those, who have control, will use it for private objectives. This is the most powerful influence on the nation’s culture, attitudes, beliefs, and behaviour. Combined with radio and newspapers this power multiplies.

Today, most of us could purchase a pocket navigator, for \$400 - \$1200. The price is dependent on what else it can do. It can also be our diary, our memo pad, our phone, our camera, our TV our message bank, our spreadsheet, and our word processor. We can load data, transfer data, photos and movies, “up and down” almost anything when in its electronic format, and interconnect to almost anyone in the world, almost anywhere.

But very few of us wonder why or how, or even want to understand this global GPS memo pad system, or reason why and how the GPS navigation works, or understand its history. In haste we just want to use it or show off that we have one.

We can change the maps for any nation and use the navigation system to find anyplace, and always know exactly where we are within a few metres. We can view from a satellite any part of the world on our pocket electronic pad. So



everyone accepts now that the world is truly global. The remarkable pocket map is possible because the laws from the sciences are mandated as common law by sovereign nations that participate and share in this global program.

Otherwise, this vast diversity from a pocket utility would not be possible, just as the attributes of the Telstra cable is not available to the public, because the Federal government did not mandate in law the scientific facts, the minimum specifications. This is essential so that all producers know their potential in markets and so that the public is protected from abuse.

The world is global. Very few would understand that this system and process was only possible because the six ship officers that sailed with Mathew Flinders, and like other sailors, plotted the ships positions and coasts around Australia and recorded the results of these complex mathematical calculations from their global voyages. These were the facts collected by ship's officers who scientifically used complex mathematics to calculate where they were and recorded these as facts while navigating the world in the 1800's.

The scientists and innovators, who took the time to study these facts, to observe their work and to reason why, and by accumulating new scientific facts from new scientific discoveries, have progressed to the pocket navigator we use today. As new scientific discoveries progress and recorded over time, new facts develop into new scientific law. It is this intelligence as laws of science and mathematics that is behind the knowledge for any electronic manufacture to commit investments. They commit to market this technology, the pocket navigator, the new personal tool that every one must have.

This is one most successful system globally open to new markets and fair trade by the rule of law, by using the scientific laws as the basis of international law. Without this law, this globally standardized system, supported by democratic governments, this pocket navigator would never have been possible.

Therefore, it has taken over two hundred years of social and financial investments and two hundred years to collect enough scientific law. These are the laws, the intelligence, the laws from nature that were records of scientific intelligence, so that engineers can learn from this intelligence, and have the knowledge, the social knowledge, to share, to educate and to establish an industrial program. These are the laws, without the complex and "legalised procedures" in regulations, to ensure international disciplines are maintained.

This global program was not exposed to permissible interference from private strange teachings. It maintained the strict disciplines of law, without the confusing and constraining directives and procedures that Australia Federal government legislates in regulations.

"Procedures" are behaviour disciplines for skill training. Being dynamic in nature they are specific to the practices of the trade, commerce or industry. Changes are accepted when the working teams evaluate innovative ideas. By mandating in common law where applicable, the laws based on scientific facts, the sciences and engineering, they become the agreed common standards in law. When this is a law, without the legislated procedures in "regulations", as the simplified "rules" this could be the means to free the nation from regulatory constraints while at the same time to include the disciplines that are essential. This is the means to eliminate market abuse and private secretive exploitation from the economy.

Perhaps governments could remove the use of the word “regulations” and replace this with the “rules”, the legislated rules, the rulebook that everyone could have without fees, in schools to learn and understand their direction and commitments for the future as and where needed.

The government agency would administer the “Book of Rules” the judiciary would be the regulator, and the police force the public caretaker and with this as the system of discipline, this would cut the vast costs to the public in regulators, litigation and administration. The “Rules” are a process during the development phase of new markets by the agencies qualified and openly sharing all issues with the public while being the interface between the public sectors involved and government.

These are the laws that will guide and lead the social investments, the human capital before commercial opportunities can be realised. This social investment is only a part of the economy of a nation, the financial investment in social assets. However, this is the most essential part because it has to exist to stimulate and attract commercial capital to manufacture a pocket navigation system, or aircraft navigation, or the automation of private vehicles on public roads, or nuclear power plants, as a few examples.<sup>14</sup>

This pocket navigator would not be possible without public access to the scientific laws as documented as facts discovered by Mathew Flinders officers and shared between scientists and engineers and as public university education.

This is the equation omitted by most economists. On the contrary, they promote to governments the idea that “competition” is far more efficient. By “deregulation”, the “facts” that once were public, are secretly hidden from the public, and shared only as agreed by commercial and financial business unions or cartels. This is the doctrine of the “Market Economy”.

“Deregulation” removes manufacturers, farmers, and producers and their customers from the means to participate in government policy. This is a private privilege between commercial and financial “Market Forces”. This removes all potential for the foundation members of new markets and even the existing markets, to reason with government why rules are necessary for the public. The majority of the public must now vote for a potential government member with only superficial understanding of the reasons, a commitment by a compulsory checking of boxes made in faith or by chance or by private media promotion without the intelligence to reason why.

### **The dangers ahead, a “stone wall” beyond the fog**

However, a pocket calculator while being used by a sailor at sea as a GPS navigator has a major problem that could eventuate at any unforeseen time, impossible to solve by economists, investors, or commercial managers. If the batteries fail, only by using a sextant and having the mathematical knowledge of the Mathew Flinders team, could the sailor return to home base!

Australia has an oncoming “stone wall”, a stone wall that is becoming higher and higher. It is a build of similar nature as has damaged Telstra. When the oil runs out economists will not be the ones able to solve the problems. When the water runs out the water market traders will not be the ones able to solve the problems.



It is a world of wonder with little respect or acknowledgement to those who have taken their social time to be clever, the clever people who make all these things happen, either for good or for evil. We flick TV channels, never ever to know who or where they are. We switch to the stock markets to see if we have an opportunity to exploit their knowledge, or to see if government will purchase piloted F35 Joint Strike Fighters (JSF) from USA.

Nevertheless, in this global world, too many Australians are becoming increasingly more isolated. It is all so superficial and not very serious. It is a world of more information and less understanding, but worse, we do not even have time or inclination to reason or understand why. It is more pleasant to watch, to listen, and to be entertained with football and movies and terrorists and familiar faces and voices.

This global world problem extends into our local communities. Young people are also becoming more superficial in disciplining self-behaviour or time to be more intelligent, to think and reason why, how, when, and where and who. Its too expensive and too complicated for young people anyway. Australia may not be able to fix the world but these are also local problems, Australia's problems. Australia has a place to start the change process. It is in our own back yard.

The first step is to disseminate the accumulated laws as knowledge for understanding market disciplines, problem solving and continual improvement, to know how the extraordinary scientific and social values from personal relationships are realised for good things and for bad things.

Australia could reverse business conflicts caused by the policy of "competition" into the sharing of opportunities. The very laws, the minimum standards, are the intelligence behind the economic progress; the laws that financial and commercial unions in Australia demand that by deregulation be removed. Standards when mandated by law will reestablish the disciplines for learning and understanding. Control will replace confusion.

It is the national, and perhaps global, political misunderstanding (or mischievous interference) of what is meant by "regulations", that is causing confusion. Telstra has over a thousand opportunities for open program services that with public authority will be the catalyst for this change program. This will disperse knowledge and intelligence in a more economically efficient way than by commitments to advertising and financing the private media and constraints by their political conflicts of interest with their private objectives.

The intent that is documented within regulations should instead be converted to public training and educational programs within free and open universities based on merit, within trade and business colleges, and not wasted on legalised documents that only a few may read and study in relative secrecy. The investment in disciplined university foundations is the best investment every democratic Australian can make. They must remain Australia's sovereignty. These foundations should not be subjected to expensive and frustrating administration and political strange teaching about global competition.

### **Commercial TV and viability**

Australian minds are continually exposed to images and words to stimulate thoughts of fast cars, movies, sports, war, terrorism, gambling, drugs and sex by the most powerful influences ever created to influence the human mind, big

screen TV, ideas that pass in a flash, leaving no time to reason why. This is the prime objective for privatisation and the reason for a private monopoly of public telecommunications that now from the new sciences and technologies, has the capability to transport and switch media with telephony.

Private "television" has a powerful "individualistic" influence over people's inner soul. Mass commercial radio and mass commercial newspapers back up this private television process to re enforce attitudes and beliefs.

The private media priority is to ensure that as much as possible of public and private money is available to finance advertising, so that this same media can promote the private objectives of media owners. For instance, so that Australian money is available to finance the private monopoly of PayTV in the UK, or purchase USA TV stations, or airports in Italy, or Casinos in Asia.

**This is the very reason why one private company should never own more than one of any of the media distribution channels, radio, TV, newspapers, or magazines. This is why the public should have an equal balance of media to private distribution channels, TV, radio, newspapers, and magazines, in any geographical area. This is why media should be, community, State, or national as separate and independent operations. There is ample research to expose the dangerous process as to how private media influence human behaviour and people's minds. Diversity is essential if societies are to be mentally healthy and democratic. The Second World War, and Hitler's imperial forces, by dominating the media to influence people's thoughts and attitudes, is practical experience beyond any question.**

Again, we see the steady increasing attention on military issues, without the intelligence behind these conflicts between people, but of special opportunity for private media to attract as an audience or to sell newspapers.

Television, the radio and newspapers are communication tools being used in private to create public faith in this private exploitation by commercial consistent and repetitive invitations. This tempting information, in haste, is faith without background knowledge and intelligence as what to watch or to listen, where to spend and in what to invest. But, as Peter Jensen reminds us in his Boyer lectures, "there is no great virtue in thoughtless or irrational faith. Mere faith without thought is dangerous".

Even politicians must read the morning papers and watch the evening TV news, to be "kicked" into the subject issue in next session of parliament or a "quick grab" for next session on the TV news.

Many are conceding to these ideas, almost as robotic behaviour without reason or understanding of the sciences and psychology used for the abusive commercial TV content. We all have experienced media that in unison creates the rise and fall of the new "in thing", the latest the "Socceroos". This is the power of the private media and without an equality of public balanced knowledge to reason why, it is a dangerous power.

These sciences and digital technologies were not developed to abuse the public for private commercial objectives. This is the work of politicians that have let it be so, in their major concessions to private media "Market Forces" that Senator Helen Coonan states must remain viable. Why?

What Senator Coonan seems to ignore is **that the public pays for this system, whether they use it or not.** Advertising disperses masses of information but rarely knowledge. The fees are compulsory. There is no option. Almost every product consumers must purchase includes a built in compulsory "tax" for the TV and radio private broadcasters and newspaper proprietors. Even, small business customers and all consumers are forced to also finance the costs of big business advertising while purchasing even essential goods and services. They must even finance the extensive government advertisements that also contribute to the financing of major media companies. There is no democratic choice.

If private radio and television broadcasters failed because they could not make a profit from advertising, the public may then have the potential for a far more efficient system and far better quality programs. The public could spend far less and learn far more by using these infrastructures as public support infrastructure to disperse knowledge and intelligence, art and culture that will advance civilisation. Stimulated by public TV programs even private radio and newspapers could be by this comparison, at last focus on knowledge, intelligence and provide stimulus and time for shared reasoning, the original objectives from these advanced sciences, engineering and technologies.

The public had no option but to pay over \$5 Billion in 2002-3 for their commercial television transmissions whether they used it or not. This was the public forced contributions to the private TV broadcasters. In addition they also paid the costs for the preparation and the multi administration costs, paid to the advertisement producers or agents that are not included in the \$5 Billion broadcasters' incomes (2003).<sup>15</sup>

This income to private broadcasters is near \$1000 cost per Australian household per year, or near \$250 dollars per year per channel<sup>16</sup>. The ABC radio and television costs the public about \$800 Million per year or near \$140 per household, per year, per channel, (and this cost also includes several radio and Internet programs).<sup>17</sup>

Once the Telstra cable is re configured, to transport services from any producer to any consumer, as an open system per program service, as interactive TV or multimedia support system, the services would even be much cheaper again than the ABC that are forced to use only terrestrial spectrum. This would be far cheaper for the public than Foxtel. If the commercial TV failed the public would have over \$5 billion a year available to spend on knowledge dispersion via the existing Telstra TV cable, with services, not as an abusive anti trade practices forced "price bundle" but as an open market and fair trade choice.

There is a vast efficiency gap between the costs to the public for private commercial TV when compared with ABC radio and television just to keep private media viable. It seems financially irrational that government allocates almost all electromagnetic spectrum, satellite, cable, and terrestrial, the spectrum for public TV service to private management! This seems an extraordinary political privilege to private media operators and real waste of valuable resources, when these far more efficient technologies to support the public in telecommunications and television have been available for a decade. This is unique to Australia.

"Content" as radio, TV, data, music, as "one off" sale per subject or feature, or by subscriptions, require transport, switching and delivery infrastructure for trade and commerce between producers and consumers. The most efficient now is via the public telecommunication cable. Movies, university lectures and the

sciences, trade college programs, government departments documentaries, United Nations programs, public libraries, sports, the art societies, history philosophies, Shakespearean works and psychology, an endless source of valuable knowledge as well as entertainment could be transported via the Telstra cable now. This is being civilised.

This requires Australian skilled engineers from Australian universities to manage Telstra as a public foundation for Australians. Then, this most inefficient and abusive market monopoly using public assets to do so, will not be possible.

Mr Kim Williams announces at the recent opening of enhancements to the Foxtel Studios, “delivering Australian consumers the best the world has to offer in entertainment choice”! Mr Williams should visit the BBC in London, or even view the ABC and SBS services! However, Mr Kim Williams must be forgiven for being manipulated by the elite “Market Forces” to manage Foxtel. Mr Kim Williams, while director of the ABC, aborted the government offer to adopt these international standards from these new technologies and for the government to finance two additional interactive digital TV channels on the Telstra cable.

This was a special public opportunity, via the ABC, for the “best in the world of knowledge dispersion to reach new heights”. Mr Williams turned down this offer from Federal government. Shortly after, he joined Foxtel, to also support the contrived private monopoly over the huge public’s cable investment that has been used to corrupt these technologies for Australians and to block direct access to free TV programs on cable system now committed exclusively to Foxtel.

The privately contrived Foxtel PayTV “set top box” is to exclude the public from alternative services. An expensive complexity of boxes and cables is necessary in homes if the public’s choice is cable and free to air. This is in direct conflict with the engineering for the new and revolutionary digital transition program.

This is just one example how Mr Murdoch is able to manipulate the game of “musical chairs” and technology in Australia and elsewhere, as per private and confidential schemes with governments, and to remove challenges against his objectives. If Telstra is privatised, Mr Murdoch will directly or for instance perhaps with the help of the Macquarie Bank, indirectly have another \$60 Billion publicly built assets within the cartel’s authority. Post privatisation, the profits will be transferred to be under private authority or as a lever for any future need of musical chairs or political manipulation.

Raymond Blanc, from London writes of food suppliers in the “forward”, of Justin North’s new book, an excellent book on home cooking, “Becasse”, “The relationship with one’s producers is the most important relationship a chef can have. One can’t survive without the other, and each inspires the other to reach new heights. The best way to show respect for your producers is to treat their food with love and care”. Later he continues: “Like so much good produce, skills are being lost in the kitchen through mass production, and people who consider the “in things” more important than the “great things”.

Further on in this forward Raymond continues, “Justin came to me for inspiration from the Old World<sup>18</sup>, and is now blazing a trail in the new. Searching for the best from earth and sea is a battle I fight every day in Europe.

It is a battle of committed craftsmen and women who love good food and great cooking.”

The same could be said of the spirited young engineers who, as an international consortium, of now near 300 private and government members, from their foundation of a few members in 1983, made a revolutionary discovery, the “digital transition program”.

The electromagnetic spectrum has existed from the beginning of time. Yet it was only two decades ago that brilliant young scientists discovered this revolutionary way to manage nature's most valuable gift to human kind, the electromagnetic spectrum. This is not technologies continually changing, the idea that seems to confuse Senator Helen Coonan. This is the continually progressive soundly engineered digital transition program from the recent scientific discoveries, for the entire world to adopt.

The digital system to the international transition standards, as we experience with our home computers, digital movie cameras, and our DVD players and free to air TVs, have many ways to also manage and control cable TV and manage payments and subscriptions and administration for all Australians.

Instead of all Australians to share this most valuable discovery, the Federal government reallocates this revolutionary public opportunity, as a private privilege to the media cartel partners in Foxtel. News Ltd has not only accepted this special privilege, but also used it to abuse producers and consumers by a private technical interference to block all other TV services to the home.

This is the private objective in order to gain a total vertical monopoly over cable TV markets and power over the attitudes and beliefs of Australians and destroy the global program that has been supported by the United Nations, under their International Telecommunications Union (ITU).

## **Building bridges**

Ever since the beginning of civilisation, humans could use stones to kill, or to build homes and bridges. The differences are entirely due to the attitudes, beliefs, and behaviour, the sciences and technologies and trade skills within a community, skills to build tools to kill, or tools to build homes and bridges. This direction is entirely depended on the culture within communities. Which direction is dependent on the direction from the power over the community, power from within or from without governments.

Most nations have built their government systems and laws on the basis of national attitudes and beliefs. This is so whether the nation is imperialistic, fascist, dictatorial, communistic, or democratic. When nations commit their faith in teaching of “Muslim”, “Buddhism”, “Christianity or the “Market Economy” to legislation, it is based on the morals and ethics of that particular belief or religion. The social disciplines, the common laws are dependent on the political acceptance of their religious beliefs. The political power and wealth distribution is dependent on how democratic is their government.

The cultural differences between nations are in the scientific and social characteristics and objectives, as controlled by those who have power and authority over the knowledge, intelligence, and the tools of trade within nations or across nations. The sovereignty of nations depend on the test as to whether

the governing power is from within a democratic government or from without the government.

Globalisation is not new. These have always been global issues, since the beginning of civilisations. The tools to kill and the tools to build homes and bridges are continually being reinvented, renewed or upgraded. Tools are ever changing. The procedures for their applications and uses are ever changing. Therefore the source of intelligence, the dispersion of knowledge and the training of skills is ever changing. Therefore it is irrational to even try to regulate these processes. The best place to stimulate productivity is by education that is not constrained by the conflicts of competition.

So where are the forces coming from for new regulations without reason or facts to “deregulate” and to “privatise” and to privately organise “competition” as the “Productivity Commission Act” when Australia already owns the foundations for education, our universities and public schools? These are the foundations for productivity and are under public authority.

The Federal government’s National Competition Policy Reforms (NCP) as regulated in the Treasurer’s “*Productivity Commission Act 1998*”, is the legislative tool that has been used to enforce the major changes in authority over public support infrastructures and the related social and economic commitments. This Act is based on the economic evaluations and recommendations from the Hilmer report of 1995. The problem is that “economics” is the measured effect and consequences and expectations of wealth creation and distribution but not the cause. Therefore to accept this without studying and measuring the reason why, could be dangerous in committing to “reorganization” of authority over assets and investment opportunities as the solution and salvation for all problems. Past causes of wealth may not be the future causes of wealth. This cannot be determined by an economic study.

From this economic study Australia has added new meanings and new consequences from its media and political vocabulary with such words as “The Market Economy”, “Market Forces” and “Deregulation”, “Privatisation” and “Partnerships”.

The Collins English Dictionary defines “*Regulation*” as a “*rule, principle or condition that governs procedures or behaviour, conforming to accepted standards*”. The issue is in the distinction of that part of legislation, which is a rule that supports scientific facts and intelligence from that which is the procedures or just background and intent or legal presentation and in many alternative ways and a variety of meanings or redefinitions.

This is the most expensive and frustrating part of regulations from government, for business and indirectly for the public who finally must finance both private businesses and government business. The reform program in Australia is that financial and commercial unions are permitted to “deregulate”, once they have established their own code of conduct or their own private regulations.

To govern without knowledge and experience is to constrain or to control, not by facts but on beliefs in the governing body; hence the reputation that “governments cannot run business”. The link to the world for government to have access to this knowledge and experiences is via the agencies that share, understand, and support the public objectives. In Australia most of these links have been broken.



Today it is virtually impossible for any Federal or State government or its agencies or its departments to efficiently govern without these public/government-interfacing agencies. It is these open relationships, which do understand and are directly involved in the related objectives, systems and processes of industry, agriculture and the intelligence behind their programs and in the social and financial services that are the essential supporting functions.

The idea that every private company or public business unit has its individual freedom to govern its own behaviour, its procedures, changes and improvements is rational. These units would be the best at managing their own quality and efficiency improvements.

However to also remove that part from common law, which is “the facts”, the minimum specifications for the nation to build on, is irrational.

Austin Motors of England was the first automobile manufacturer to use an assembly line system. Austin cars used wood in their body frames. Ford copied the Austin assembly line system but used steel instead of wood and positioned his plant next to docks and excelled Austin in productivity.. Post Second World War, as an economic recovery program, Toyota asked Mr Ono to manufacture 10,000 cars per year. His first response was that it would be impossible for Toyota to compete with Ford who produces a million cars per year.

Unable to compete with Ford, Austin planned to close their plant in England so Mr Ono visited the plant with an opportunity to buy the machines. Mr Ono observed that Austin employed three people to cut one crankshaft on one lathe. This was the procedure as documented by Austin management, which at the time was bureaucratic.

Mr Ono purchased the lathe and installed it in his first automotive factory in Japan. Sharing this three men problem with one of his teams, they discovered a procedure that used levers and weights as help to load and unload the block of steel for the lathe to cut the crankshaft in the same time. This new procedure required only one man to load and unload the lathe. The specifications of the crankshaft, the standards, the rules for the crankshaft, were not changed, but the procedure changes were a dramatic improvement.

Today Toyota produces more cars than any other manufacturer, all to the rules of the nations in which it markets as set by the strict rules of the nation in which Toyota markets or manufactures cars.

Toyota maintains private and total authority over the procedures and employment of the intelligent people with trades skills, workers who know by experience, how to apply the new sciences and improvement procedures for industry. Toyota expects public universities and trade colleges to teach and train his workforce according to the established rules, the sciences, mathematics, software and the basic current standards and common tools from intelligence for trade and social needs.

It is irrational to expect economists and lawyers and Ministers without the agencies with qualified and experienced staff to interface between the public and private programs and objectives and to commit to long term public programs in an efficient way without these links.

Only the scientists, engineers and workforce who share knowledge and learn the new skills, and experience industrial and commercial processes, know how to modify the work procedures. Austin failed because “procedures” were management responsibility. When managers use consultants to compile procedures and quality manuals for Federal government to adopt as regulations and charge producers, fees for “Certification”, the constraint on efficiencies multiply. Toyota would not willingly invest in a factory where such attitudes and beliefs prevail. Subsidies from government may be a temptation to do so.

It is improvements, not “certification” that creates better quality and innovative ideas. Quality is an agreement to specifications between customer and supplier. The customer wants to know the minimum specification, not the number of a quality certificate. The measurement of quality to a standard is a tool for the producer to use, to discover opportunities for improvements.

Australian regulations sometimes include the essential minimum standards, the mandatory disciplines for efficiency targets for all involved. They also include the constraining “procedures” or legal repetition, that require several hundreds of pages documented by government administrators or out sourced consultants, with no or little hands on experience with the real world where ideas are created to expand the economy or improve its efficiency. Therefore, “deregulation” also removes the laws that should be mandated if national minimum targets are to be known, understood, met and excelled.

Deregulation is a good thing and a bad thing. Deregulation is removing from the public arena, all knowledge as to how the nation’s programs and activities are to be disciplined. “I believe in deregulation” is a commitment to faith without a reason why.

This is like throwing the baby out with the bath water! It is undemocratic. Federal government is sensitized only to financial and commercial “Market Forces”, the promoters of the “Market Economy” in the drafting of the regulations for deregulation, and in conceding to this governing authority over the market policies.

News Ltd removed the electronic industrialist international rules for open standards, the standards for open and efficient markets. These were replaced with News Ltd private rules that instead are used to block the potential for open markets and fair trade on the Telstra and Optus cable systems that have been financed by the public.

This now, because of deregulation, is not illegal but it is a new opportunity for immoral behavior and unethical business practices for exploitation. This impacts severely on the sciences and constrains the efficiency in markets. In a democracy with the rule of law, it would be corruption of the worst kind.

As the public gains from expensive experiences, this knowledge and understanding, the world will have proof that private commercial enterprises involved with deregulation and private/government partnerships cannot be trusted.

The Collins English Dictionary defines “Rule” as a “*The exercise of government authority or control*”.

One of the prime opportunities for efficiency gains is to simplify procedures. This should remain private within business, unless public safety or security is at



stake. There is no need to have government forcing on private businesses complex regulations of procedures to be studied that may be so right for a few and so wrong for so many.

All businesses unless they have mischievous intent would accept and respect that government is democratic and therefore the public is top priority, for their service support and for continual efficiency improvements and the rule of law.

For example, an industrialist has a need to import chemicals. The current procedures are a complexity of forms, inconsistent verbal information, time on the phone, and then after approval the extra process for a license application and approval and then the complicated customs processes and fees.

The essential knowledge for the importer is whether this chemical is approved or not, and has it got handling and storage constraints. One booklet should be able to define this information as tables. From this standards document, the rule of law, a code used in invoicing should be the control system for all processes that will be expected as arranged between producer and customer. This removes the temptation for bureaucratic misbehavior against some industrialist to favour others. A nationally and potentially internationally standardized computer program that Telstra, as a public service as the national "Post Master General" for electronic trade and commerce and social needs so that a standard discipline for services from supply to customer are controlled automatically.

Motor cars must drive on the left. This is the rule of law and can be adopted by Federal, State, and Community governments as one national rule of law. Another example is that the electric power supply must be 230 volts, 50 Hz AC + / - 2%. the rule or the specification for electric energy supplied to everyone in the sovereign nation.

The "rule of law" can only be the responsibility of an agency within the Federal government that understands the relationships and directly interfaces with the relevant businesses and universities and openly shares this knowledge and experiences with the public. Australia now has regulators to regulate authorities. The ACMA authority over media and telecommunications is regulated by the ACCC, which is regulated by the Treasurer. How irrational is this?

Enormous savings in government administrative costs could be achieved. The "*Productivity Commission Act 1998*" is in itself shallow and superficial in nature. It is actually a catalyst for government secrecy with the business elite that seems to be stimulating immoral and unethical business practices and market exploitation as we have with Telstra. An efficient way to constrain productivity is to regulate productivity.

The Collins English Dictionary defines "*Science*" as "*The systematic study of the nature and behaviour of the material and physical universe, based on observation, and measurement and the formulation of laws to describe these facts in general terms*".

The relationship of law as applied to science, when omitted from common law, when applied to the commercial realisation of a scientific discovery, can be devastating to an efficient social and economic outcome. This is why Telstra has become a chaotic problem.

The cheapest way to initiate public understanding and potential from this

international digital transition program, is to finance and update universities and equip these for the research, knowledge and experiences with the new sciences and technologies that Telstra should be deploying.

As an example, a computer system and software to international standards, the “packet switching” and management systems could simulate the system that is replacing telephone exchanges. With this program shared between universities and trade colleges, under the authority of the Federal government agency, selected young engineers will be able to participate in international forums to quickly understand the management and coding for all Australian trade and commerce. This could start immediately with television and telecommunications management systems for Telstra. This is the catalyst for open software and open standards for coding that become the rule of law for the nation to share these advanced technologies, an opportunity for software that could be used in global markets.

Procedures become an industry matter. The codes (like registration of cars and dealers codes, as a crude example) become the national standard codes and addresses used to manage, administer and control the electronic transport and switching systems for the marketing and distribution of electronic products and services and for telephony over one most efficient public network.

This coding for consignment notes, management and control will be delegated as the motor registration and customs is delegated and controlled by the Federal government agency to State and community governments. Universities would be the most efficient way to build these bridges between governments, scientists, industries, and the public.

The Collins English Dictionary defines “*Innovation*” as “*Something newly introduced such as a new method or device*”.

To innovate or to invent can be other than a thought process associated with the sciences. Innovation may or may not originate from a scientific discovery. It is a thought, an idea or a reason as to why a system or process could become more valuable or more efficient. If the idea is of special value, it can be protected by law as a registered patent and then shared for an agreed fee in open markets. This is the intellectual property that earns income from users for its owner as reimbursement for the owner’s investments. Deregulation removes from the owner any use of common law as the normal means to recover any money when others steal for private use this intellectual property.

This is the situation with Telstra and the private control of the Telstra cable technologies by Foxtel partners. This is operating out side international law that Australia is supporting and stimulating. It is not illegal in Australia, as Australia no longer includes in law, the standards and the specifications that once protected producer and consumer markets from abuse. But this is unethical and immoral and by way of law would be used to stop abusive trade practices and stimulate investment in the sciences and innovation.

When News Ltd contrived with the Thatcher government in 1985 to remove government authority from telecommunication in order to monopolise the UK markets for PayTV, this put UK industrialists out of their markets for about two decades. It has placed British Telecomm as near last in the world, to plan and commit to a national fibre cable and digital “packet switching” system, committing the British public, long term, to copper for telephony.

During the Second World War, the behavioral sciences of innovation and improvement became a military and industry education program for continual improvements in productivity and efficiencies. Since then, it has been adopted and adapted for commercial opportunity, in private and public education and training programs. The original program was not a system of patents and royalties, but a scientific system of social sharing of ideas, where all involved understand the idea and accept the use of scientifically based systems and processes to stimulate the generation of ideas for searching out and finding opportunities and implementing change and improvements.

This scientific program is a behavioral and educational discipline, so that people involved share the benefits or have the good will that their new knowledge and understanding will also benefit others. After commercial firms exploited this scientific program, as a marketing program, this program has been corrupted and is in disrepute. Consultants omitted the sciences and added procedures to increase waste time in administration, to produce volumes that “looked” more of value to managers unfamiliar with the behavioral sciences.

Australia is now left with an expensive regulated quality certification program without the far more effective scientifically based voluntary committed quality and productivity improvement programs. Quality certification should never have been a regulated program. Quality is a voluntary program between supplier and customer. Quality certification has no meaning other than a belief and does nothing for a consumer’s understanding of the specifications of the product or service to which the consumer invests and commits. Advertisements do not provide this intelligence. Public conformance testing does. A training course will.

The consumer protection is to know and have the public means to test to the minimum specifications by the rule of law. This produces far more efficiencies in markets. Quality and productivity improvement is an attitude towards knowledge, and self-disciplined behaviour and is only effective when scientifically established. It is disciplined as modules for in-group training and work-group programs and can be taught as management training via universities, or as voluntary programs within private and public trade and commerce organisation.<sup>19</sup> This cannot be “legislated” into a nation. Australia has produced vast waste by doing so.

Quality certification and improvement programs have no meaning when governments adopt deregulation as the motivational incentives are removed. Quality certification is an expensive regulated program as waste to install, and again as waste by deregulation as this immediately removes the meaning of quality and purpose for the public.

Quality is possible to improve only when channels are open between producer and consumer. Bill Gates always kept his channels open without any contrived intervention in markets, directly between Microsoft and every individual user of his products so that he could understand if, when and how any user had problems or unsatisfied needs. This is quality management. Customers never needed to ask for a quality certification. This would be irrational waste in administration. Quality improvement programs are not new or the “in thing”. It has always been the “big thing” in trade and commerce. It was a major part in trade over the Old Silk Road.

The “Market Economy” is now the “in thing” dispersing ideas and thoughts between elite of management and members of government, more frequently

expressed in haste and volumes of words, without facts and without reasoning why, that are in direct conflict with the sciences behind innovation. It has drowned the “big thing”, the scientific programs to motivate innovation and continual improvement.

Innovation must start with a mind in the mood to think and to reason why. This has to be stimulated. The usual stimulation, as is for all sciences, is to listen, observe record, to test and to reason why. A human is allocated only a lifetime to do this. If during the stage of adolescence, the human child is not stimulated to listen, observe, to think, to record, to test and to reason why, it is unlikely that innovative activities will be generated.

Innovation sprouts from shared ideas and recorded events, and multiplies as value contributions to the economy or to society and over time, reaches its optimum potential of value.

White noise is the technical term of producing the maximum electronically formatted video and audio signals that still can be technically managed by the system. These electronic signals are for humans to understand the workings of the system. But the signals have no intelligence to humans.

“White noise” is becoming the social term when the TV is operating in front of a group of people, who all have the information that the TV is working, as entertainment, but the viewers are not accumulating knowledge and intelligence. This is relaxing, but is waste if it consumes time that otherwise could be devoted to accumulate knowledge and intelligence, the human capital as potential value to the nation. Undisciplined use of television and computers will dampen innovation and remove time and stimulation for innovation. This is a major economic issue for Australia.

The special value of a qualified government agency with open relationships and with responsibility and authority is that this essential office is the catalyst to share between all industrialists the intelligence and expectations when a new industry proposal is being prepared. The standards are compiled for the rule of law. This is a public draft document to be used, when publicly approved by the government as the “Rule of law”.

All in private business relationships and in social relationships can be left to manage procedures and in house behavioral disciplines, providing they do not behave outside the “rule of law”, the minimum product or service standards, the common rule for the public. Private and public groups have open access to universities to assist with various programs that could be a common need for many and should be motivated to use them.

Education should replace regulations and be the public processes to gain public awareness and understanding of the intent from program and why and how and where and when and by who. The program is then publicly disseminated as knowledge, within a dynamic and flexible process where behaviour is disciplined by the rule of law and is liberal in nature. It reaches the people that will then understand and have the motives and the means and the relationships to implement the programs.

Regulators and regulations are not necessary. On the contrary they remove focus and attention from the essentials in the rules for laws that define minimum acceptable performance to protect the public’s open markets and fair trade.

Police are available to discipline misbehavior. Their help is not possible when the rule of law is deregulated. Litigation is the only solution, but only if it can be afforded.

A State Government may have a specific “rule of law” for their State needs that has no applications in other States. In this case, the State government agency would be responsible to the State government to draft the “rule of law” that best satisfies the State needs for the rule. In due course, other States may require a “like rule”, in which case shared resources are the way to ensure one standard document.

### **The sovereignty of nations**

A sovereign nation exists so that the rule of law protects the nation’s social assets and its markets for open and fair trade. This same rule of law also protects the public from abusive behaviour. This is organised globally, so that businesses can be global. The United Nations has been democratically formed as a publicly shared foundation to support their objectives. This is not new. What is new is that financial and commercial business unions expect that they be deregulated so that State and Federal governments accept their private code of conduct, or own private law, outside the objectives of the United Nations, which the media more frequently censures and never praises.

The world does not have an international democratic government. The nearest to that is the United Nations Organisation. Therefore, Australia now is promoting and supporting the idea that big business can operate outside the law, a lawless world of business in any nation, where the public has no means to democratically control business behaviour.

Partnership entails a contractual private relationship between two or more people carrying on a joint business venture with a view to profit, each incurring liability for losses and the right to share in profits. The Federal government has this relationship in confidence, as a contractual relationship between Telstra and News Ltd, as Foxtel and more recently this partnership included PBL. Federal government is then committed to service two social groups, their public, and their private partners.

It is irrational to expect governments to support the public, the States, and Communities, and support their private partners, without major conflicts of interests. Yet Federal government has sold to the public, Telstra shares, at twice their current value, to the public without disclosure of this private and privileged relationship with News Ltd.

Far worse, government has not disclosed to the public that News Ltd has modified the Telstra public cable with a private system so that government has no authority over this public investment. The Federal government has not disclosed this most damaging interference to the public or to the United Nations that Australia permitted their ITU commitments to the world program to be corrupted. It is still a secret from the people who purchased these shares.

Mr Mark Vaile, responding to an Australian industrialists complaint, stated that Australia supports international standards! Mr Samuel (ACCC) is also quite aware of this, but his response is that Telstra must have competition and has government support for deregulation. This is confusing and irrational behaviour for industrialists that have invested so heavily in Australia for this program now

with no opportunity of recovery or to provide consumers the attributes and vast cost reductions possible from this major global program.

Economists without other essential relationships, have no way of knowing when new social or industrial opportunities will evolve. Neither do the Boards of big business. The economic objectives of these Boards are for mergers or takeovers of existing successful businesses, to exploit successful businesses. This is not establishing new industry and new wealth for the public, from the sciences and technologies. Their objectives are simple to achieve, in a deregulated financial market, with inside and confidential knowledge from the board of the targeted company, whose members may be offered substantial rewards for favorable outcomes. This is a fast track to reduce or eliminate competition and exploit a commercial opportunity.

The cost of litigation, and the costs of regulators, who, since 1998, are not the last authority over irregularities or disputes, is an expensive way to manage fair trade and social justice<sup>20</sup>. The rule of law is a simple and low cost, open public system, to regulate consumer markets and trade abuse. Without this, the public is subjected to waste of money, resources, and delayed opportunities, created by ineffective regulatory departments and continuous litigation that extends for years without resolve.

Before deregulation, the costs and complexities of the essential government involvement with business was far less. With the rule of law, with agencies to share public and private objectives and support the build of publicly financed infrastructures, civilisation advanced far more efficiently. Public infrastructure programs are far beyond private enterprise to plan and to commit, such as, energy, water, roads, rail, and telecommunications. Now that these infrastructures are at a mature state, it seems irrational that governments have allowed only a few private individuals to reap the profits from the public's long-term investments.

This in the short term is because governments cannot run businesses. In the long term the government must consist of members that are able to manage the business of a sovereign nation. Food, water, energy, transport, communications, education for instance, are infrastructures facing serious problems, problems that can only be solved by scientists and engineers. There is no way that these problems will be solved by any of the private "Market Forces". Non of these "Market Forces" who now have private authority over these public-shared infrastructures could ever have built them in the first place.

Governments that protect democracy with social justice by the rule of law, and possibly not recognised as being more democratic, are organized more efficiently and do have stable open markets and fair trade to stimulate new innovations more effectively than has been achieved in this last decade in Australia. In the past this was by far a more efficient and reliable means to ensure open knowledge for the expansion of the sciences, engineering, innovation and industry.

The major financial institutions align with the objectives of the "Market Economy", such as the Macquarie Bank, or Citicorp to finance, for a fee, the preceding trades to support the objectives, and set trading patterns in the markets. This does not require the knowledge from the sciences to development new technologies and new markets. It only requires secretive communications between Boards.



It is easy to drive the share values up or down when companies are targeted if a private group dominate the media or achieve in confidence, alignment of media reporting to stimulate the desired outcome. This inside trading and mergers in confidence is not illegal as it is deregulated, but it is immoral and it is unethical and is the faith in the doctrine, the “Market Economy” as respected faith and as supported by the Australian Federal government.

Foreign organisation merge with or takeover Australian assets and commercial opportunities to exploit Australians assets and invested social capital. Australians are defenseless against the Federal government’s commitments, to privately contrived schemes, without sharing knowledge for the public evaluations and time to reason why. Even this month, Federal cabinet has approved the idea that foreigners can own Australian media. This is about as far away as government can be from its interests for Australia to be sovereignty.

I was in New Zealand, recently when their Treasurer announced the budget. In New Zealand a leading Australian newspaper, now owns the leading New Zealand newspaper, and most of their TV channels are operated by the same News Ltd media cartel. Telecom New Zealand has been privatised so is committed to copper phone system that cannot transport and switch media in opposition to News Ltd. while this media cartel has its own privately controlled market channels to the public.

The newspapers had far more of Mr Costello’s, the Australian Treasurer as criticism of the New Zealand budget than any other opinion. Only by the NZBC, which unfortunately is now a commercial station, could the New Zealand Treasurer express the reasons why his budget was good for New Zealand and superior to the Australian treasurer’s proposals. Because of privatisation of media and telephony, the same “Market Forces” over Australia and the UK have also blocked New Zealand out of the international digital transition program.

The Federal government cannot support lawlessness in global business and also support the United Nations. This is the major problem with the Federal government's new reform policies. “Deregulation”, “Globalisation”, and “Partnerships” are tools used for propaganda and confusion for the private World Economic Forum union members to exploit markets that is motivating behaviour which is destroying the objectives of the United nations for democracy, social justice, and the rule of law and the sovereignty of nations.

Mr Kim Williams turned down a budget proposal for ABC to have two cable channels, and within months accepted the position as senior executive of Foxtel. Senator Richard Alston resigned early from his ministerial post, after a challenge from the EEC re international standards for Australia, and was appointed as High Commissioner in London. Mr Daryl Williams resigned early when he acknowledged the industrialist challenge re the News Ltd digital “set top box”.

After the ABC criticized the media policies of Australia, the ABC has a lawyer, who also represents News Ltd appointed to their board by Senator Helen Coonan. In 2005, Senator Helen Coonan appointed Foxtel as a partner with the government’s Australian Film and Television School. Journalists are threatened with prison sentences if they do not disclose the source of their more critical information!

This unethical and, in the case of Telstra, corrupt behaviour is made “Good” by

“fire sale” Federal government legislation, with gagged public debate. This is the “new freedom”. Federal cabinet in private is “too free” at giving public assets to privately selected commercial companies as their authority over the public invested infrastructures. Industrials and agriculturists have these now privileged commercial and financial companies as new political competitors as well as commercial exploiters of their scientific investments. This is far from democratic.

Left uncorrected, these private privileges from Federal and State governments to privately selected companies are temptations for corruption that may not be discovered for years to come. The Federal and State government will work far more positively together without these complex conflicts of interest with instead, shared programs, delegated programs with participation between government agencies and programs shared with universities and the public, as opportunities are generated. The Olympics 2000 is a model example. Unfortunately this excellent program to support private media objectives has not been repeated for far more urgent programs for the public.

### **Democracy, social justice and the rule of law**

The doctrine of democracy social justice and the rule of law, is a political process, evolving from the studies based on Christian morals, ethics, and rules for expected behaviour. This expects governments to be socially responsible, to support the public in knowledge and intelligence for continual social and economic improvements. It is a public program to support open markets, fair trade and the rule of law.

Private business, by its nature, will compete as opportunities arise. With this open relationship that once existed between industry, agriculture and governments and universities, the responsibly of government was for public infrastructures and the rule of law. These are the foundations that support public and private objectives as new opportunities for social and economic expansion evolve from the new disciplines from the sciences.

**To establish a new market of any significance and to be internationally competitive with this new market opportunity, two factors are critical to an efficient outcome.**

**One is that already, the sciences and intelligence relating to the market potential are part of the culture within universities.**

**Two, that the nation has open and shared relationships between the intelligence within universities and within industry and the public. This is the most important part, the public understanding of the reason why related government agencies are responsible and accountable in its support and public contribution to a program.**

**Without this open and healthy relationship, there is little chance of a prominent global position for Australia in any market.**

This is the essential requirement for instance, for the digital transition program, or nuclear energy or automated control of private vehicles or fresh water supplies to the nation, or hydrogen driven motor transport.

Where a nation already has open and shared universities and publicly



established infrastructures and foundations, that already support the new intelligence as extension to existing markets this is sufficient for a private industrialists to establish a new program without a special approach for university and government assistance. A rapid start to a new program, such as hybrid cars for example or a new and efficient refrigeration system, or the LED lighting or ceramic heaters for vast energy reductions is straight forward. The sciences have produced far more efficiencies for the world than could ever be achieved by regulating for “competition”. This is irrational.

Therefore, the most critical part is that the government agencies are aligned with related sciences and engineering and the accumulation of related intelligence within universities and within the nation as being employed in private companies who share locally and globally the new knowledge relating to potential new markets. This is the centre of intelligence. Only those with close relationships to this group of specialised intelligence will recognise opportunities and market readiness for new industry and new markets long before any company director or Prime minister.

Only when this organisation is robust and survives between changes in government, will the economy be robust.

This was the discipline, well understood, and followed between UK and USA, with programs of technology transfers from UK universities and industrialists, to the USA as a key process and shared programs to destroy Hitler’s imperialist objectives. At that time, also in direct conflict with private objectives, USA government had private companies too willing to target the German imperialist leader as a potential major customer. Only by being open to the public could USA government adopt a supportive role against socially and economically damaging imperialism.

**Australia no longer has the government organisation to keep this essential and most valuable relationships intact and robust as Federal, State and Community governments are not open, transparent and socially sharing with the public. Australian governments use public assets as lollipops from the public’s lollipop jar for private favour in secret, using the “Market Economy” as the excuse to do so. This is the power outside government that is destroying these essential public relationships for the best of economic opportunities for Australians.**

Unfortunately for Australians, it is clear that Australia is steadily moving from a sovereign nation that protects democracy, social justice, and the rule of law to a nation exposed to commercial abuse, exploitation, and global imperialism.

**The way forward for Australia, a nation as large as Europe, is to adopt a political program similar to Canada or even the EEC. Federal government is far too remote, both in distance and in presence, from the cliff face of social and economic activities to understand and reason why and how and when and where to support a reform program. Each State of Australia has unique attributes and characteristics, its own agriculture and industrial characteristics, as do the cities, towns and ports etc.**

**Therefore these attributes and characteristics should be supported motivated and cultured for the public who are the rightful owners so they understand and will be motivated at community level in support of reform and to share in the national objectives. Universities are the most efficient catalyst for this. One State may recognise a market opportunity while**

**another may not. Federal government should not use their private association with “Market Forces” to contrive private interference with public opportunities.**

**National responsibilities and accountabilities are easy to recognise, and should be appropriately managed and openly shared with States and Communities.**

A democratic system could be considered for County governments with one-person one-vote without party preferences. The local citizens, at the same time, will vote for the Mayor. Another democratic system is that Australia televises all government cabinet and committee meetings as public programs. All governments and especially Federal cabinet processes (except security matters) should be open to the public without the public having to request permission.

The Mayor, the Governor and the Governor General should be the access of last resort from and to the public, the open channels for public scrutiny, for the approval of legislation and the reporting to the public of political process as the public’s ombudsmen.

The idea is to limit party authority over elected members. This “inside dealing” is becoming too damaging to the ethics expected from a democratic system. All nominated candidates should be publicly financed on a basis of equality, according to the numbers in the electorate, to eliminate “private party financing”. Party funding in confidence is a tool against democracy. The public pays either way so the most democratic way is the most ethical and most efficient. This is a most immoral means to fund private media who have over 70% market reach while campaigning. This is as close to legalized corruption of democracy as a government could contrive.

The appointments of the appropriate management team within the government agencies should be an open political bipartisan government task, similar to the appointment of the Federal Communications Commission’s management team in USA also responsible for television engineering and telecommunications.

The difference is that the government agency responsible for Telstra would have authority over the legal, technical and financial aspects for the electronic transport systems. In USA the FCC has legal and technical authority, but not financial responsibility for telecommunications and TV public service networks. USA started telecommunications as a private enterprise, and strictly regulated that the many private companies are not permitted to compete in the same market, as this would damage the efficiency of their investments.

The trend in USA now is for public management of public networks, Philadelphia City, for example. The Mayor, after a research study found that private enterprise couldn’t efficiently cope with the need for the vast range of new applications across digital networks.

Government agencies would be as “Close to the Customer” as possible, depending on the business location and specialization of activities.

For instance, if WA were the only State exporting iron ore, then it would be WA responsibility to appoint the appropriate government agency, and be responsible for iron ore shipping from Australia. If only two States export coal, then these two states would share there agencies as a joint committee. This re-organisation is hard work that requires patience and perseverance, but will be

far more efficient than adopting the selfish system of the “Market Economy” for private exploitation of Australia’s natural and social assets.

The top priority is to convert Telstra, the nerve system of Australia, to a public service infrastructure as a Federal government responsibility. All governments can use this public infrastructure with direct to home via cable without Foxtel intervention for open digital channels shared between Federal and State and Community governments for knowledge dispersion and communications to and from the public. This will eliminate the media manipulation of politics to contrive “infighting” and “conflicts” via TV screen 20 second one way pot shots to confuse the public and for their private commercial objectives.

United States Congress recognise secrecy as a serious problem in Congress and as a threat to democracy and social justice and its chairman is acting now, with special attention to ensure that all processing within Congress is available for scrutiny by the public, except with matters concerning national security.<sup>21</sup>

Three decades ago private industrialists shared their research with government science and engineering laboratories in Melbourne and Canberra. Government’s part of the program was spectrum management; the private part was automation of tuning systems for radio, TV and telephony.

This knowledge and intelligence was shared internationally between private industrialists and public universities. It has developed to be incorporated in every digital TV radio and mobile phone manufactured in the world, even for the space program. It was not the closed private/government/university partnership programs as sponsored by Federal government today. These private partnerships are unethical programs, using public funds for private unshared objectives.

Australians invented a water filtration system. But because of the Hilmer doctrine, and Australian consequential removal of government agencies that previously supported industry objectives, this technology company was sold to a French company, and later to a private USA company. This Company is now with contracts to supply infrastructures for energy and water management, to convert Middle East deserts into agricultural land, using nuclear power units on floating barges. These deserts, now with water are fertile farms employing Iranians and supplying food to Iran.<sup>22</sup>

The aerial photography system adopted by the British intelligence during the Second World War was an Australian invention.

Could Australia be a world leader in nuclear enrichment and in the engineering for nuclear power generation, and rail electrification, a component supplier for an emerging world renewal of transport, water and energy systems and infrastructures in other nations? Universities will have this intelligence.

These are engineering packages and component supplies, potentially in values towards \$1 Billion or more each. Are there other niches opportunities? The major and most important attribute neglected and not cultured in Australia for these programs is the intelligence within the public to do so. The digital transition program was one but since, completely destroyed by private media interference and destruction of the source of the essential intelligence to do so.

The elite of Australia will not and cannot fill this expanding void even if given all the lollipops unless Federal government also undemocratically gives them

the public university foundations as well (as they are already contriving from their confidential relationships with the Federal government).

Niche new market opportunities for Australians will not be recognised or even possible until Federal, State and Community governments re establish their authority over related public support infrastructures. With these open relationships between the public, governments and universities, the agencies are accountable and responsible for government programs within their field of responsibility to the public and not to private “Market Forces”.

In this way, the government agencies with relationships to the public via universities can also simplify legislation to remove procedures and legal complexities and mandate appropriate standards for the rule of law.

Democratic governments are open and set out missions and report to the public in a way that is transparent and responsible and accountable, with priorities for disciplined sciences and engineering. Australia is a nation committing to new major reforms but reforms of what and when, and how, and by whom. Can government be trusted with all this in secrecy?

Governments of other nations will not share their sciences and engineering with Australia while they observe the behaviour that lets their valuable sciences and engineering to be exploited for private exploitation.

Studies to evaluate a market potential should not be just within a Federal government and its bureaucracies but be delegated to State and Community governments, as university studies where knowledge, intelligence, skills, and opportunities are likely to be unique to these States or Communities and could be shared with the public. Open channels on the Telstra cable is the catalyst to involve the public in the major reform programs.

For instance, Perth supplies 90% of mussels sold in Australia. New South Wales and Queensland have major assets from coal mining and shipping, Tasmania in timber lamination and South Australia, uranium mining and shipping, West Australia, iron ore mining and shipping.

States may have local and specific talents and skills for research, education, standardisation, and rules that may not involve other States. Federal agency planning should address this local or regional distinction and the motivational opportunities by delegating authority to State and regional public authorities when reviewing productivity improvements or market opportunities and involve the public via universities on open channels over the Telstra cable.

Water is a natural and essential resource, as is also the electromagnetic spectrum a social asset, and special gift from nature to the world's people. To believe that these should be “markets” is antisocial, illogical, and irrational and politically aligned imperialism gone too far.

There are many means to reduce costs of systems and processes and increase their efficiencies. A government agency to interface with the public and universities is the most efficient and fair means to motivate productivity and to solve problems. Regulating productivity and means to negotiate incomes is far from a motivational program. Imagine the consequences of private individualistic contract negotiation applied to a military program!

Industry/agriculture/universities as shared public participation in knowledge,

intelligence, and experiences is the essential process for the public to know and to understand the sciences as a contribution to the nation's missions, plans, and commitments.

This applies to energy, water, physical and electronic communications, transportation, shopping centres, town and city planning, etc and the land. The public is the human resource for the future and therefore the consequences of knowledge and intelligence shared within social systems, within the nation, will dramatically improve the efficiencies and opportunities from future scientific discoveries for major economic and social and programs.<sup>23</sup>

### **Managing sciences as assets and economic capital**

With a decade of experience, "Market Forces" are well attuned to the vulnerability of the Australian Federal Cabinet to their schemes of exploitation of Australian markets, Australian social and economic capital, and natural resources.

Before private interference, as permitted by the Telstra board, Telecom Australia was a world leader, a world respected and a most profitable foundation, under government agency supervision. Telecom Australia management team, regularly published technical documents and telecommunication magazines to inform the public and universities, openly, of their sciences and research, their planning, progress, and committed programs, and how it all fits together. They did not market "Content".

They transported content, interconnected people to exchange "content". But now, government says it cannot manage business and takes no responsibility for the sciences and engineering. This provided an opportunity for private media "Market Forces" to "confiscate" the new public cable to transport exclusively, "content" as per the private objectives of a media cartel!

The media remind the public almost daily, of their private objectives in subtle ways. Regular articles are published to promote and prod the government of the economic advantages from the T3 sale. The private media have no motive to explain to the public the major social opportunities and personal values to the citizens of Australia, if this major public asset was protected for the public by the rule of law.

Neglected disciplines will create bitterness and anger in society. A well-disciplined society may hurt some at times, but will develop an appreciation with better understanding and more efficient and fairer societies in the long term.

Of course the Business Council of Australia, the private members of this powerful business union, while in recognition of Mr Murdoch's successful achievements, will also bully government for similar access to private and secretive economic and political privileges. This is now a critically dangerous situation for democracy.

It is not "Competition", nor "Market Forces" nor the "Market Economy" nor "Privately Financed Political Parties" that produce young people to develop into spirited adults and to become the source of new intelligence. It is efficient public foundations, public institutions and public infrastructures that support the development of the young spirited people to become human capital for

progressive wealth sharing civilisations.<sup>24</sup>

At no time is public participation and sharing of scientific knowledge, intelligence and engineering resources, more necessary than the launch of a new technology, for the expansion of industry and commerce and to excel in international competitiveness.<sup>25</sup>

Globalisation is not new. The use of television and newspapers for propaganda re privatisation of telecommunications is. Sciences have always been global and shared across nations from the beginning of human expansion across the world. Communities continually strive for disciplines, to control and manage for its people, as a sovereign state, this expanding and sharing of knowledge and intelligence.

Knowledge and intelligence, by nature, is liberal when opportunities are organised for each and every individual, as a choice, to share. It is a selfish nation that financially constrains and denies young people and young families, the public infrastructures and public foundations for this opportunity; for the access to knowledge, intelligence and education, on a basis of disciplined standards and performance.<sup>26</sup>

Digital switching and transport systems are the recent discoveries by scientists and engineers from the natural characteristics of the electromagnetic spectrum that have existed from the beginning of time. This is one of nature's special and most valuable gifts for humans to discover and for all people to share.

Neither governments nor private enterprise manage businesses. People manage business in both government and private sectors. Efficiency programs can be applied to public and private social and commercial and industrial objectives, to improve the systems and processes involved. Humans, as a social group, as a community, whether employed by the public or private sector, make the difference in the efficiency of both public and private programs.

Unregulated "Market Forces" in competition, has one final global winner. This is antisocial and undemocratic. This has to be of serious concern if foreign investors own Australian universities, the systems, and processes for culture and their means for private exploitation of Australia's talented youth for their private objectives. It has to be of concern that Federal government is under the direct governing authority of private commercial "Market Forces" that have been legalized by new legislation to have their "new freedom", even globally an unlawful freedom.

This is the rising "stone wall" hidden by the media from Australians, the inability for government to resource the future public infrastructures, because Australia is not investing for Australians in the required human intelligence and financial capital available to governments. Instead, the Federal government is diverting Australians' human assets and their otherwise available funds, the \$800 Billion private superfunds, to be under the private authority of financial institutions for private exploitation of Australia's natural and human resources.

To break down the oncoming "stone wall", demands from Australians the maximum effort towards the growth of Australian human capital. Australians have to be able to untie the knots and release their private super funds so that they are voluntarily available for public infrastructure investments.

This will be possible when universities are supported and not exposed to private



conflicts and constraints by “competition” and “private partnerships”, so that they have within their means the public foundations to culture Australia’s young people for Australia’s urgent needs for the “Next Generation”. This is top priority for the makings of the relevant and disciplined scientists and the engineers that are essential for these many “Next Generation” programs.

The private aim of “Market Forces” is for private wealth and private authority over public affairs. This “new freedom”, the new political privileges to “Market Forces”, is achieved by deregulating the unionised major private financial and commercial companies. Their global objective, unconstrained by social commitments and the rule of law, the animal in us, is to ensure open competition in global markets so that markets values can be exploited, competitors can be eaten up or financially destroyed.

Foxtel is a simple example as to how this has been achieved.

This major defect in the Australian National reform program, the broken links between government agencies, universities and the public, can be urgently corrected.

This can only be achieved when Federal government understands and is organised to manage the business of this nation, as a sovereignty for the urgent requirement for the “Next Generation”, with programs democratically and openly shared via a government agency sharing objectives with universities and the public, will this be realised.

It may require humility and political strength and friendly alliance of all members of Federal Parliament as a bipartisan approach to correct these defects in Australia’s divergence from a democratic authority for Australians.

The chaotic management of Telstra could be the excuse to revert Telstra to a public foundation under the responsibility of the Federal government and this could be just the ideal reason and the publicly popular catalyst to do so.

Australia can be a nation that excels internationally in its chosen fields of expertise, not for global exploitation, but as one objective for all Australians to share. This is the foundation of a sovereign nation. This is being civilised.

## **Part two                    The world under threat**

### **Social assets, markets and the economy**

The period for a new market to develop from new scientific discoveries includes the time for development, of prototypes and market testing, standardisation, and the social essentials, knowledge dispersion, and education and skill training, in both the private and the public sectors. This is the development of the human capital; the social assets that must be pre investments before the commercial investments can be positively realised.

This social program, the social investment is essential before a factory can be built, and before component suppliers can commit to production. Later, the education for marketing and new laws for legal protection, for public safety and use and fair trade are consolidated from these new technologies. In most cases a program is not achievable without public participation. This demands government involvement, planning, and approval, before any program can be implemented. This requires a time period of usually 10 – 30 years.

The time for a market to mature, the private motor car market, for example, is much longer as roads and bridges have to be built. To improve the efficiency, or add new products and services to existing markets, much shorter, 2 – 5 years. Knowledge expansion and well-disciplined education, skill training and improvement programs are social programs, as social investment that becomes social capital for future investments. Social capital must precede any related financial investment and any social or economic improvement program<sup>28</sup>.

These apply to all new, developing and mature public and private interlocking systems and processes, whether they are to support an individual family, a community, a business, a government department, a government, a public or private infrastructure, or a local national or international organisation for peace or for war. The optimum efficiency for both private and public programs will be achieved when common interests, activities, and objectives share common infrastructures. Telstra is a social infrastructure and a major social asset to support any financial investor, the nerve system for all Australians.

Perhaps blinded by his religious faith, Senator Minchin does not seem to understand that unnecessary competitions, where resources can be shared, will wastefully divide the number of users of the investments and multiply the costs to be recovered. Markets with only a few private competitors in parallel will not last as such, as frequent failures and wasted investments will continue until only one survives. This is irrational waste especially when it is the commitment without intelligence and applied to a social asset. In Australia, this is the major risk for the compulsory super scheme.

Competition is only effective in constraining excessive price rises but only when market demand can recover, for all investments, their costs. This is only possible when many multiples of independent producers and many multiples of distribution channels exist. This is also the nature of business when open markets and fair trade are protected by the rule of law. This is also the most efficient means to bring the products and services as close to the customer as possible, Customer First.

When businesses are reduced to near duopoly, the costs to be recovered, from

the same population, has little dependence on price. Survival entirely depends on recovering costs. The consumers have no option than to shop from one or the other store. Therefore, with customers so severely divided in the one population, the only means of survival is for both to be profitable, that is in subtle and secretive price alignment.

If one giant retailer has more available cash than the opposition, this retailer could then, in short time by reducing prices of fast moving items below cost, force the opposition to close down. Franklins collapsed under the financial forces of Woolworths. This is “Market Force”. However, this monopoly will not be politically acceptable, so by commercially contrived means of pricing, both must stay in business.

They both have excessive costs above small businesses, due to the very wide range of brands for the same products that they must place on their shelves to match their giant competitor. Now in a position of monopoly over the market distribution channels duopolies force down supplier sell prices, and then too frequently now into bankruptcy. This is the objectives of the private “Market Forces” in a market economy. This is far from being efficient or ethical.

Their real competition is the small store with far less range and Customer First service. Therefore the super store strategy is to “Break down” the small shopkeeper. They have two ways to do this, one is to monopolise the parking access to the shops, and the other is to monopolise the distribution channels.

Once the first objective is achieved by location being adjacent to the most convenient parking, the strategy is to knock off the small local retailer. The new parking location will most likely achieve this. If not, pricing below cost will. From this point on, producers have no alternative than to accept giant retailers offer for their produce and production, therefore forcing down their sell prices. An example is that fishermen were selling prawns at near 50 cents per kilo that in the giant store were selling over \$18 per kilo. Producers who aligned prices, in order to survive were challenged by the ACCC as price fixing. The response from the ACCC, re this problem is that the Federal government’s National Competition Policy supports deregulation and competition.

During this growth period of the giant retailers, most small retailers as such, failed, and producers failed. To overcome this attack against the survival of primary industry, food producers now benefit from the Queensland State government’s intervention against the doctrine of the “Market Economy” and legal approval to operate as cooperatives, to negotiate prices and optional distribution channels<sup>29</sup>. At least, fisherman can now receive \$10 or \$12 dollars for prawns that now sell in the giant stores at around \$20 per kilo. This is a most complicated program in Australia, regulations to deregulate, and the regulation to overcome the exploitation from deregulation.

The interesting observation since farm cooperatives is the recovery of small shopkeepers. Fish shops and butchers are being re established within the town shopping centres, shop keepers offering personal service now have access to producers via new direct marketing channels which were locked out in earlier years by the giant retailers. Democracy and the rule of law is of far more effective and importance to consumers for productivity and efficiency than “competition” as a political agenda.

Because of the high costs to operate the giant stores, due to their wide range of goods, (their means to attract customers to their stores), these stores place

“Customer Last” as a service policy. Their objectives are to simplify the management of their business, less knowledgeable and skilled people to operate the business by shifting their costs of service elsewhere, the self help service, in other words, no service.

Therefore, the superstores in shopping centres, now the “Market Forces”, add severe extra costs onto the consumers. Customers now must travel further from home to shop even for the essentials, walk longer distances, and spend more time to find items, now without specialized assistants but with new economic and social risks. They must consume more energy for travel and for food storage, build more space at home, made essential because of their higher costs each time they go shopping. Queuing becomes a social habit.

Customers must extend their credit for taking over the store’s stock holding costs, and pay this interest. Consumers are not paid for this nor have opportunities to earn more for this lost time. The customers must now work harder and longer to shop. This lost recovery time, for travel, waiting, storage, and debt are cost reductions for the private and legally privileged deregulated “Market Forces”. However they still must operate at high margins to survive.

This system is at high social costs to these consumers, who must now sacrifice social needs and interest, lost time for access to knowledge and intelligence, lost family social time, as examples. The “Market Economy” is a program of social exploitation.

But it also places new social stress on communities and families. The small business can only compete by producer cooperatives and also provides far better “Customer First” value as well. However other antisocial issues are in play with these schemes as will be discussed later.

Locally positioned well managed “Customer Service” stores are more efficient for the public than remotely centered chain duopolies. People with product knowledge and understanding of the customers needs and interest, and a management with knowledge of the sciences of continual improvement, will be far more effective for stimulating efficient markets than deregulated private “Market Forces”. Chemists, still a survivor is one example.

Having already paid \$4.75 Million, "Woolworth's could be fined up to \$40 Million" threatens Mr Samuel, ACCC. (AFR July 1-2nd, 2006). This is excellent income for government, excellent income for the legal fraternity, but no penalty to the high salaried Woolworths executives. The penalty is a government win, and a win for the ACCC but a major loss to the public who are unwittingly being exposed to these privately contrived programs must indirectly pay when they buy goods from Woolworths or have compulsory superfunds invested in Woolworths. However it “politically” looks as though the ACCC is effectively regulating abusive business practices.

The real culprits, the executives, remain in office to study another self-regulation opportunity to exploit the public. The ACCC leaves the public still exposed to commercial abuse, the steady loss of social assets, while this “new freedom” finds new exploitation opportunities and larger self reward salaries and bonuses.

This is far from social justice. Without self-regulation and with the rule of law mandated in legislation, this bureaucratic and economic waste and social abuse would not be possible. The high costs for the ACCC organisation to the public

would not exist.

Without the rule of law, to ensure the non-existence of private monopolies or near monopolies, businesses in competition must finally conclude with one “winner”, as the one who takes all, as we already have experienced with the collapse of Franklins and the cable TV monopoly by News Ltd. The latter was achieved after \$Billions were lost by the many failed PayTV ventures, which purchased expensive auctioned spectrum from the Federal government before committing to a business, but bankrupted post the special privilege to Foxtel.

These T1 and T2 funds recoveries were not redistributed to the States whose people had already funded their proportion of the Telstra \$64 Billion public assets. Neither were the funds from most public infrastructure once off sales that were privatised to offset Federal government’s fiscal debt. All funds for privatisation of public assets, sold by the Federal government, were devoted to offsetting Federal government fiscal debt. However, the Federal government instead of offering these monies to be shared, publicly criticised State governments for poor fiscal management! This is irrational political behaviour. Private media would not risk moving outside their comfort zone to expose these contrived programs to the public.

By 2002, Australia had privatised over 600% more of public assets than the OECD world average and was by far the highest in proportion and values relative to the population, of the OECD nations. Most of these assets had been planned, engineered, financed, built, improved, expanded and upgraded, huge public investments, the social capital of the nation, once under the authority of Federal government or as delegated or shared authorities within State government agencies, from their beginnings. (See chart calculated from OECD report, page 90)

The more democratic governments, via government agencies, staffed by scientists and engineers are totally responsible for open and transparent interfaces with businesses, the essential public institutions, and the university foundations that support the nations social needs and interests and public and private businesses. Economists rarely start a new industrial business and have little understanding of why, what, when and how, a new industrial or agricultural business should be established in the first place.

Mr Howard recently announced re Telstra T3, (July 4<sup>th</sup>) with 15 seconds on television, “I believe in self-regulations” but again, without the reason why. This is the system of public information dispersion. The public has neither access to the knowledge behind a TV flash, nor any public means to intelligently learn, to understand and to reason why. This is the way TV is being used, one way statement with repetition as propaganda, to dull the public’s attention to these opinions and attitudes and without any knowledge to reason why.

The major price reduction of a mobile phone is because of the revolutionary advances in the engineering technologies only possible as the global sharing in its developments openly shared with public universities to internationally standardized software for mobile phones. Except for the contrived proprietary Foxtel system, “Free to air digital television receivers with additional costs of \$2 to \$5, could connect to all free and subscription services via satellite, cable, and terrestrial as home receivers for any room in any home. This is a major cost reduction and far more convenience for consumer investments. Networks built in parallel cannot reduce costs. This is not possible.

But ACCC accepts this as "competition"! The ACCC accepts this contrived behaviour of "content" exploitation with the Foxtel "set top box" or "a mobile phone" and its abusive "price bundling including the appliance" with a contract. This "lock in by contract" is to exclude knowledge from the public of the real value of programs ("content") and the real price of the appliances. Even free TV program services to the public are included in the bundled price! The consumer has no choice in this minimum price bundle or open access to these free programs on the Telstra cable. This most abusive market system that is stifling the relevant sciences and innovation is unique to Australia.

Having two digital transport systems in parallel, (the carrier in analogue terms), to support services within the same community, doubles the transport costs. In Willoughby, the transport costs for mobile phone calls have increased five times as this community has five transport systems in parallel. The private operators cannot charge their customers this real price to recover costs from the market in Willoughby, shared by five infrastructures when one is more than sufficient to service Willoughby. The chart on page 94 shows that most telecommunication companies in Australia have substantial and serious losses.

These so-called "Competitors" of Telstra have no way of charging customers five times more than the average market price, the Telstra price. These companies, committed to huge losses, are expecting subsidies from Senator Coonan's \$1.2 Billion privatisation provisions. The compulsory super is possibly also financing the salaries of these private loss-making companies.

The alternative, as already requested to Senator Coonan from at least two of these private companies, is to share one transport infrastructure. So if this is their private request, why on earth has the Federal government divided the system into so many private parts in the first place and delayed the national public plan engineered over two decades ago and aborted by the Federal government? This is an unacceptable cost to the public and is irrational political behavior. Universities with the engineering responsibilities to government agencies, for standardisation as one open infrastructure to the public will immediately fix this vastly expanding waste.

Social justice, democracy, and the rule of law is a "Fair go" protection system for the public to share wealth and social values and commercial opportunities. Private self-regulations are steps towards its destruction as it adds secretive process to politics and forces commitments to waste and temptations for consumer abuse and commercial corruption.

There are many programs, major and urgent programs that must be shared programs between the government agencies, universities and the private sector if the economy is to be robust and Australian social and global esteem will excel the rapidly changing lifestyles of Asians. Included are safe roads, the digital transition program, energy, water, far more efficient engineering for housing, transport to replace the inefficient automobiles on roads, expansion of people in the public with sciences and engineering talents and research skills, to educate and to develop the human assets for these change programs.

Australia must rid itself of the dangerous poles, ugly wires, and untidy streets around our cities and towns and ugly above ground cables. These were originally engineered, financed and manufactured to be underground<sup>30</sup>, and to be hidden from sight as per legislation but forced on Australia because of the undue pressure from Mr Murdoch, for a few months earlier start of Foxtel on



the Telstra national cable.<sup>31</sup>

The nation must first invest in social capital and the human capital before the commercial capital can risk investments and realise profits. Sovereign nations protect these opportunities for its public, in order that the nation works towards self-sufficiency, and is able to fund social investments to resource and expand future commercial investments.

Funds borrowed from external sources need sovereign management to ensure nations have authority over its deployment, socially and commercially. As these funds can be used as the opportunity to expand the nation's wealth or exploit the nation's wealth, government's democratic responsibility to the public is to ensure that the outcome from deployment of foreign capital is positive for the nation. In a similar way, the government's democratic responsibility is to ensure that the nation's capital is not exploited for private wealth at a cost to Australians.

With Australian government deregulation, the compulsory super funds are already being exploited. It is Australian capital that Macquarie Bank via their subsidiary, financed airports in USA and Italy. It was Australian capital that financed News Ltd PayTV monopoly in the UK. It was Australian capital that financed News Ltd purchase of their TV stations in USA. This investment, 30% privately owned by Mr Murdoch, is no longer under the social justice system and the rule of law, as Australian invested capital. It is a company in under the authority of the USA government.

For similar reasons, BHP and WMC, once the capital and authority within Australia, as a sovereign nation are no longer so. Australians, who invest in these companies now are investors in foreign companies to benefit the foreign nation and finance foreign nation objectives. These companies should not have, by self-regulations, authority that constrain the economic opportunities for Australians.

However economists have a different opinion and advise governments that today's world is one of globalisation and promote that the "Market Economy" is global. Is it OK that Australian natural resources are owned by companies in foreign nations? This commitment ignored the social investments for instance, the Australian scientists and engineers cultured within Australian universities and CSIRO research foundations financed by the public before WMC, and BHP could be commercially successful. Their future value and strategic importance over the next 50 years is recognised by foreign investors but not provided as knowledge for the public. The authority over this potential and added future value is no longer Australia's for Australians, for example to lead the world in the Nuclear age. Australia has forfeited this most powerful lever to do so.

The public research and engineering was at costs to the Australian public, with the expectation that the financial profits, not only from the mined ore discovered by Australians, but the new mining technologies, new materials researched and production processes were investments financed by Australians for Australians' future. Foreigners now have exploited these new processes and materials that existed for the first time for commercial realisation but now as best suits their foreign investors. Australia no longer has authority over these Australian sciences, engineering, mining and processing technologies that contributed to the success of North Ltd, News Ltd, BHP, and WMC for example.

To allow the management of the nations social and commercial capital to be the authority of foreign owners, to exploit the nations human and natural assets, is the consequence of a government's faith in "Market Forces" and condescending to their private global interests. Their private process of exploitation is a destructive process of the sovereignty of Australia, of the sovereignty of States and the sovereignty of Communities.

Peter Jensen<sup>32</sup> explains so clearly the problems with faith: "although faith is not particularly praiseworthy, it is very powerful, because it enables you to tap into power which may help you in all sorts of ways. Faith unites for good or bad." Later he explains further "There is no great virtue in thoughtless or irrational faith. Mere faith without thought is dangerous."

Without the rule of law, producers are exposed to the potential for private monopolistic exploitation and consumers are readily abused. When out of control of the law or correction by litigation, this quickly destroys the efficiency of markets and therefore destroys the efficiency of the capitalistic system, and this destroys democracy, and social justice. This is the real threat to Australia, to all nations, to the world, from this wave of "individualist freedom" that big businesses demand of governments via their private WEF global union.

The monetary resources of News Ltd and Telstra are way beyond any public or government means to finance litigation against this private media union. When producers and consumers are denied by government the means of participation in the rule of law the public is without any protection from these corruptive programs.

Laws can be very simple but powerful documents. For instance, the government's can mandate the international standards for television and telecommunication for the public protection of open markets and fair trade. This one sheet of paper will immediately remove private authority over the public's Telstra assets for private exploitation so that Australians can, in short time, own and control the world's most efficient public support infrastructure from the advanced sciences and engineering technologies. This legislation can be one simple document that will guide school students for their future occupations.

Simple documents were used since the beginning of telecommunications in Australia. But today, with secrecy and confidentiality, international standards and conformance to rules were removed in the volumes of new legislation that take days and the assistance of lawyers for even a qualified engineer to understand. This is to discover that Telecom Australia's world first program is no longer the Australian social asset. This legislation is to process no other than an "open door" for private monopolistic exploitation, not only to "confiscate" public assets, but also the private abuse of consumer markets and industrialists' intellectual properties, to abort the recommendations from the united Nations and Australian's entrepreneurial scientific opportunities.

**Singtel owns Optus, a company 60% owned by the Singapore government. Telstra could merge with Optus and jointly be managed by the Optus engineers with ACMA, (see below). By removing the dysfunctional management team and the board of Telstra, the public will have under public authority, within two to three years, the international standards for the digital transition program, installed in Australia, to be a world leader in these sciences, technologies and engineering. This should be completed before any government commitments to the media legislation. Otherwise,**

**Australia's telecommunications will remain in chaos and waste for several more decades, completely vulnerable to global media "Market Forces".**

Communities are excluded from the unions of big business and their makings of their self-regulations. This exploitation of the public social assets is not a new freedom for producers and consumers. It is the opposite. It is another powerful authority over producers and consumers. Small businesses and consumers have no means or opportunities to be involved, or even to understand these processes against their own markets. The removal of the rule of law is so that governments no longer have authority over marketing behaviour. Governments have put their faith and trust in the deregulated "Market Forces". The media teaches the public to trust the Federal government.

Russia was a nation converted from communism to the "Market Economy". From Russia we learn of Billionaires created in short time. We view prostitution and drug trafficking, rife in Russia's major cities. We view young children destroying themselves by glue sniffing under the rail system of Moscow. Under communism, at least Russia was not exposed to these social problems. The proportion of under nourished and poverty stricken in the world population is not reducing. This "Market Economy" is a system that is widening the gap between the rich and the poorer nations and between the people within the nations.

Most new businesses, the major business of today, are the creations of private families or private teams. Ford, Microsoft, Philips, Sony, Mitsubishi, Toyota, were all, not so long ago, private backyard teams of entrepreneurial scientists and engineers.

These were individuals who inspired others with their ideas and discoveries for industrial and trade opportunities and organized disciplined teams, to share values. These were the industrialists that added values to a community and trading values within local, national and international markets protected from market and social abuse by the rule of law. Team improvement programs developed and expanded markets, and improved the efficiency of commercial and social operational teams.

There was no need for any nation, who shared these advanced technologies to adopt a policy of National Competition. On the contrary, governments endorsed the opportunity and supported the program by accepting full responsibility for the necessary public shared infrastructures and shared social values essential to support the new open markets and fair trade and shared wealth. Without this government support the expansion of these industrial programs could not have been possible.

Diversity is far more socially and economically efficient, and of far more powerful stimulus to the sciences and innovation. These entrepreneurial teams, Philips, Ford, Toyota, Microsoft etc, were successful, as their governments were democratic and responsible for social justice and the rule of law. Governments provided the social support infrastructures, the public foundations and the government agencies and public universities equipped to align with industrial programs.

Mergers and acquisitions do not create new businesses nor improve the efficiencies of existing businesses. They do give the directors and managers more scope to lift their salaries and bonuses and they do reduce the people available to organise new markets. Mergers and acquisitions is a means for

those with financial backing, to exploit markets by acquiring the businesses from those that had the intelligence, the energy and the openly shared public and private resources to create the business and the markets.

A market exists when two or more people agree to exchange goods or services, at agreed values and by agreed rules. Money standards are necessary once trade extends beyond community borders and convenient timeframes. In the democratic system, to avoid disputes, the public accepts that governments understand the objectives and accept their obligation and authority for laws that define the objectives, product and service standards, as the minimum acceptable standards of behaviour and the rule of law.

In a democracy, governments are responsible for the essential and critical foundations for open sharing of knowledge and intelligence, essential for the public and private education throughout the communities, in the disciplines of the sciences and technologies, in history, in geography, in the arts the disciplines for engineering, and system of money. The government is responsible for the reserve bank, the stock exchange, and for the realization of ethical capital markets that are to finance and to expand industry, agriculture, trade and commerce. The government is responsible for social justice and the rule of law, and for the appointments of the public's independent umpires.

This system permits inexperienced situations of conflict to be quickly settled by law courts, from which, within short time, legislation can be enforced to permanently remove these conflict of interests from the public. Repeated offences should then not occur. Deregulation places this responsibility with the regulator, the ACCC, who has no authority for new law who seems now to have no authority for any corrective action except by permission of the ruling political party via cabinet.

The Federal government and State governments in a democratic nation consolidate and share national opportunities and objectives, as the public's missions, plans and objectives as the nation's leaders.

Tasks delegated and program implementation are established as close to the communities as can be most efficiently organised, whether it is a Federal, State, or Community program, according to the public involvement and positive expectations from the program. This is to stimulate and motivate public and private shared participation for social and commercial enterprises and entrepreneurial innovations.

Public and private sectors work as one in unison, not in the argumentative, shot-putting finger pointing, soul-destroying conflicts, as of today's Australian political and media programs to de motivate and to confuse the public.

With a government that publicly announces that they are now incapable of managing business, Australia is without a government with authority over Australia's long term missions. It is therefore hypocritical for Senator Nick Minchin and the Treasurer, Mr Peter Costello, to claim that the record growth of the economy is because of sound economic management of government that is without a long-term mission for the nation to understand and to share.

Is the Senator not aware that the average world economic growth excels Australia's? Is he also not aware that USA and Australia, where WEF have been successful with their promotion of their private doctrine of the WEF, the "Market Economy", are two nations with near the worst trade balance relative

to GDP?

In a democratic society, it is government's responsibility to ensure the public is not exploited. Australia, as a sovereign nation would then have the new wealth from social and commercial investments, as the means not only for economic expansion but also as a nation supported by universities with the means to support industry and social needs and also for technology transfers to less wealthy nations, thus making a global contribution to a better world. This is being civilised.

### **Sciences and Innovation the catalysts for productivity**

When National, State and Community governments manage public foundations for the studies and education that focus on the sciences with participation in related local and global forums Australia has a far more efficient, effective and motivational way for new knowledge and intelligence to be injected as further education. Australian reform programs will be efficiently implemented. These as shared programs will be far more valuable and will easily be financed by the closure of the NCP program and the redundant regulators, once common law is re established.

This is converse to today's situation. The consortium of industrialists, who invested in the sciences and technologies for instance for the digital transition program are completely excluded from any involvement with Telstra's public telecommunications infrastructure. No longer are their investments and open markets technologies protected in law for far more efficient public support system. This is a private affair between Federal cabinet and News Ltd.

Telstra is a \$64 Billion of social capital at \$3000 asset per person, earning each Australian over \$300 per annum. The privatisation program diverts this public asset from government authority to private authority to be managed as private capital for secretive private objectives. If Telstra is privatised, the public will be completely excluded from some of the best opportunities, scientifically, socially, and economically it has had over the last two decades.

Telstra's profits alone if applied to support public university foundations for continued research would revolutionise the effectiveness and potential for global market opportunities for Australians. Telstra only exist because universities by sharing their intelligence with private industrialists were the source of its existence in the first place. It is irrational that Federal government offer this major public assets to be available to a private media cartel. It seems unbelievably to be a commitment without reason, a dangerous commitment.

The major companies like News Ltd, PBL, Westfield Ltd, Macquarie Bank, Woolworths Ltd, The Stock Exchange, Citicorp, etc, and including the Lowy Institute, the 100 club, and the Business Council of Australia are the "Market Forces". These use their union organisation to claim that when freed from the constraints and complexities of regulations that inhibits their growth; economic growth will be stimulated.

It is becoming more difficult for the public to have access to draft legislation and programs for deregulation. Even Hansard, once available in all public libraries, is no longer available except in the city library. The Federal government "net" is extremely slow and difficult to use. Australians, have hundreds of pages to study in each piece of legislation, with the need of a

lawyer at hand, before programs are understood and whether they could be committed. This is civilisation going backwards.

A simple way to streamline Australian law is to just evaluate the simplest of other most advancing nations with shared university involvement rather than re inventing the wheel. A university program or student could offer proposal to the Ministers' responsible agencies. This is an efficient way for universities, governments, and the public to understand the government missions and intent to share the reasoning with the public before government policy commitments. There would be no need for expensive government departments that compile the complex regulations. Australia could have this as a fast forward program.

### **A government with conflicts of interests**

Australia now is a nation with two authorities. One is the authority over the public by the elected government a democratic process, and the other, the private authority by confidential agreements between private "Market Forces" and members of government. This new private authority is not by a democratic process, but too often processed in private with government, at the exclusion of the producers and consumers and with the remaining public in ignorance of this process.

The processes of democracy requires that Federal, State, and Community Cabinets and Ministers, in the making of legislation or public commitments to programs are completely open and transparent to the public, no secrecy. This is now the Chairman's new focus within USA Congress.

The Australian public and State governments will have access to the drafting of legislation, and time to study, review and respond to the legislation and to learn and reason why, to possibly assist to simplify regulations for the public so that school children can read and understand the government rules for living, learning and working. Instead of for instance the Senior Citizens magazine, the Gazette with summaries of parliamentary programs, intent, progress, commitments and appointments and pending new rules could be a public Federal, State and Community government paper circulated on a regular basis directly to households.

With this plus its own public cable channel government would have no need to advertise on commercial television. The expectation that the public takes no interest anyway, as the private media would argue, is not an excuse for aborting social and democratic responsibility with open communication to the public. The public will know that without media authority over political process they will be directly informed and will understand and reason why there is value in democracy, social justice, and the rule of law and where Australia is heading. Australians will have an insight and overview and could plan their future accordingly.

A government with commitments to service the public and to service in confidence, the private global "Market Forces" in parallel, must at times result in "clashes" that will more frequently arise. Eventually, one has to dominate as the governing force. The media forces behind this are so politically influential, that sooner or later, without a major diversity of media, Australian politics must eventually concede to private media dominated imperialism. Therefore, to govern with the two authorities, is irrational.



The Australian dollar and Australian shares is money as commodities subjected to values as manipulated in global markets, not necessarily as values for Australian markets. The Australians' income from work in Australia is not. So global forces do have the financial capability, over short periods, to manipulate Australian stocks and currency values to “cream” Australian investors, the super and trade exports for instance.

The common European currency is to stop this means of financial exploitation across European nations. The Asian nations recognise this as an international problem, and are exploring the idea of a common currency for an aligned Asian block.

Already, by private regulations of the de regulated Stock Exchange members of this financial union have given themselves a concession of twenty minutes lead over the public access to market intelligence. The public is excluded from this financial union's privileged lead-time and their ability to “work” the markets in several stock exchanges over the 24 hr global time. In monetary terms, on some days this concession could provide private financial “Market Forces” with privileges that could exceed \$A Billions per day or manipulate the daily market value of Telstra.

The WEF now globally finance private Youth Activist groups, promoting their business themes into schools in Canada and China in the idea of “Partnerships”. In Australia, governments already employ economists to compile HSC textbooks based on the doctrine of this “Market Economy”. The WEF could be using Australia as an example to follow, to do these “in-school” private promotions of the “Market Economy”.

The danger is that, without the knowledge to reason why, students are being committed to this faith. Such devoted faith by Federal government to the WEF reform doctrine, is either from the true sacrificial belief in private objectives of the global “Market Forces”, or because of no time given to study and reason why. There are many examples, some explained below, to demonstrate that these political processes are increasingly without governance and ethics and are increasingly becoming socially corrupt.

Without this knowledge and understanding the reasons why government must manage Australia as a sovereign nation, the Members of Parliament are exposing Australia's people, to wide-open and totally unprotected, financial and social exploitation by private global “Market Forces”.

**Therefore the re evaluation of Sciences and Innovation must also include a complete re evaluation of this new Australian political process.**

### **Australian honey pots**

What are the values in Australia that are the honey pots for the private members of the WEF? Three are immediately identifiable. One is Australia's largest public business, telecommunications with its capability for over a thousand TV services on its cable. Private ownership of Telstra is the simple means to gain authority over the nerve system of Australia, to access, control, and manage the flow of intelligence.

The second is authority, with this media TV power, to influence attitudes and beliefs over the nation's financial and political commitments. For instance, the privatisation of Telstra, the sale of the natural minerals and mining resources to

overseas buyers, and the financial markets themselves. The support promotion and financing of political parties and the steady decline in democracy and social justice has to be of serious concern. Media is the major force of influence over private investments in the stock market.

The third is the ever-growing mountain of cash, from Australia's unique system of compulsory super fund, which makes private access by third parties, compulsory, and even excludes the owners from private use of their own funds. Australia is an attractive nation for the private "Market Forces" that are members of the global WEF union. Even now, the same private "Market Forces" are promoting that Australians should pay 15% of their salary and wages towards this honey pot.

## **United Nations under attack**

A real problem is that the two global political philosophies, "The United Nations Charter", and the private "World Economic Forum" (WEF) are in complete conflict. The WEF private global union is becoming more visible as "imperialism", with global objectives. Civilisations do not yet have a democratically appointed World government to discipline global businesses. Nations are still dependent on the morals and ethics within sovereignties to do this. If this is not the case, the world again has a serious economic problem that will quickly become a major social problem.

Over time, sovereignties have based their laws on their religious doctrines. In Australia the dominant faith for ethical and moral values has been based on "Christianity". However the political influences towards the perception that Australians are more secular in their attitudes is actually disguising the underlying trend towards a Federal government in support of a new religious doctrine, the "Market Economy" with its moral and ethical values in conflict with other more ethical religions.

When democratic means for protecting sovereignties is not available, that is failure in the use of law, the means to discipline business is unstable. This creates a need to call in regulators for example in the cases of disputes. When regulators' litigation fails due to lack of funds and resources to match the funds and resources available from private "Market Forces", Australians are under threat from organised global lawlessness. This could be as simple as exploitation or technical or financial corruption by a local or global private company, or a local or global terrorist group or a nation at war.

The world has already experienced the cold war between "democracy" and "communism". This war was stabilized by the democratic organisation within the United Nations by the rule of law, by minimum agreed standards, the United Nations charter. Australians are now being immersed in another cold war between the private imperialistic objectives with their new doctrine, their religious belief in the "Market Economy" without alignment with the United Nations. Their members' beliefs are in stark conflict with the democratic objectives of the "United Nations". The world therefore is judging Australia as a member of a force external to the United Nations, a military alliance with UK and USA.

The private commercial media are frequently critical of the United Nations, but never suggest ways and means to assist in their objectives, even supporting government into commitments that do not align with the United Nations

democratic system, the rejection of their ITU recommendations for telecommunications for example. The non-exposure of the knowledge behind the plight of 25% of the world's population is not a newspaper item or of commercial interest to private TV.

Therefore we have, in our very midst, another cold war, with one major difference from the last cold war.

The subtle side effect as one major advantage to the World Economic Forum members is that this direct conflict between “Democracy, Social Justice and the Rule of Law” and the “Market Economy” forces Australians to politically neglect the objectives of the United Nations. The Federal government has no option but to side with one or the other. The private WEF objectives are for “individualistic freedom” for big businesses in all nations, their global freedom. This is adding to the division of a world alliance and weakening the united forces within the democratic United Nations Organisation as an efficient force aligned for global good.

The United Nations is a democratic union of governments, as member nations, with the objective of protecting the democratic rights of “The Sovereignty of Nations”. Australia could propose for instance, that the United Nations establish an agency to share between sovereign governments, the common software applications that could service many governments and their public, such as those for the digital transition program. This may have saved the tremendous costs for upgrading customs software management systems. Australia’s adoption of the digital transition program may be an opportunity to use the United Nations, as a catalyst, for other progressive nations to purchase Australian software developed by Australian universities. Advice rather than criticism may restore new faith in the United Nations that now is bitterly under attack by the private union members of the World Economic Forum.

Being a democracy is hard work where focus on social objectives means self-sacrifices for many. The religious elite believers in support of the “Market Economy” the minority expect the majority to self-sacrifice for their objectives. It is more comfortable being a member of this minority.

It is doubtful that the brutal force from modern piloted jet fighters will assist in reducing terrorist like misbehavior. The public has no say in the many \$US Billions committed for these now rather superseded technologies for destruction and for war when new systems for mass destruction, without human pilots, are much cheaper, faster, and far more effective. This Australia approach denies the “United Nations” the public funds that could be used to support the objectives of the “United Nations”. But then, the public is without the knowledge to reason why.

The public’s political acceptance and commitment to one or the other will depend on what the public is taught to think about, their attitudes and beliefs. This is dependent on their exposure to knowledge and intelligence to reason why. The final outcome, the social and economic consequences and lifestyles will not be visible for several decades. The universities are a far more valuable and reliable source of intelligence than could ever be provided by private media.

But the question remains; what are Australia’s political intentions, to support the “Market Economy” or the “United Nations”? Australia cannot do both. The public have a right to know.

## **The new “individualists freedom”, not so free**

Liberal MP Mr Malcolm Turnbull recently said: “Australians want to be free. They want to have independence. They want to have choice. Now there are some people who distrust human nature and believe that people won’t make the right decisions and that others should make those decisions for them. We err on the side of respecting individual judgment and respecting individual choices.” This must also be the idea that places government faith in economists’ evaluations and opinions. “But mere faith without thought or reason is dangerous”.<sup>35</sup>

Peter Jensen challenges this idea, this political theme of “individualistic freedom”, which also applies to the main theme of the WEF doctrine. “There is a freedom of spirit that comes from the sound desire to choose the good, and to serve others; indeed there is a freedom which the gift of being mutually dependent that is far superior to the liberal view of ever expanding choice. True freedom can only be found in a moral society. Furthermore, a moral society can only arise when we understand the truth about human nature – that it contains evil as well as good.”

The way the private global members of the WEF achieve their “individualist freedom” is via governments, willing to listen to their arguments, accept private partnerships, in confidence, and then to change Federal government’s public policies to have as little public intervention as possible. This secrecy from the public is spreading down to the lowest layers of party politics. Surely this is unethical and immoral and certainly undemocratic. Yet, this doctrine is taught to Australian students, as the “in thing” for Australia, via the HSC textbooks on the “Market Economy”.

Public infrastructures are not markets. They are not products. They are public support systems to be shared by any member of the public within a sovereign nation or sovereign State or a sovereign Community. A democratic system respects this and stimulates the public to share in developing foundations and institutions, sharing costs and benefits, and sharing these public support infrastructures for private economic and social needs and opportunities. The inherent economic and social efficiencies from any infrastructure, public or private, are the consequences from the knowledge and experiences of the people involved in the tasks, its research and engineering and skills. Private sectors will share in a public project by “open” contracting and subcontracting.

Private managers are not the only successful achievers. Public infrastructure managers are also successful achievers. The Telecom Australia managers were world’s most successful achievers in their specialised business. They were so successful that they were the envy of the private media owners.

Instead of being held in high public respect, they were regularly hounded by the Australian dominating private media as a monopoly that must have competition. Government did not promote or publicly acknowledge their success, or have any means to do so. They kept this confidential but later accepted the “Market Economy” to reduce their political conflicts with the increasingly more politically powerful media forces.

The loudest complainer “that this public monopoly should have competition” is the very individual that now technically and commercially has this major infrastructure as a private TV cable monopoly, financed by the public! Australia has no public means other than by a bipartisan decision of Federal

parliament, to correct this social injustice and to re establish the rule of law to correct this corrupted program and to stop other nations from being similarly exploited.<sup>36</sup>

The Hoover dam was a public success. The first rail system across the United States was a public success. The major public programs initiated by President Roosevelt were an outstanding success for the economic expansion of USA. The world's fastest road system, the one in Germany is a public success.

Public salaries for the positions of responsibilities were exposed publicly and formulated publicly. The Telecom Australia management team received nominal incomes, around \$70 -\$100,000 for the top positions. Boards of private companies had these publicly known salaries and wages as "conscience" guides, in setting private salaries and wages. With this new freedom for big business and private authority over the management of public support infrastructures now without a "conscious" guide, private company boards and managers increase their salaries beyond all social and economic reason.

Mr Trujillo, as the replacement-managing director of Telstra, with no experience in the digital transition program or in a national fibre cable system, is rewarded with a salary of \$10 million. These are foreigners with the "new freedom" to also import their friends from USA, as part of their management team, also with no experience of this system, who share in this Australian honey pot, once under the authority of the Australian public.

\$25 million per year plus the costs of an inexperienced board is the extra cost to Australians for an inexperienced team from USA that replaced the Telecom Australia management team, the most experienced team in the world with the digital transition program, who earned in total less than \$1 Million.

Telstra could have employed 250 Australian scientists and engineers, sharing their experiences of the digital transition program who would have completed the digital transition program on cable to almost all homes and offices in the "bush", by now. With this experience and skilled workforce dispersed through the nation supporting this new social asset for Australia, this would have been the major catalyst for Australians to venture into global markets.

But all this is now a huge waste of public and private investments in Australia and over a decade of program delays.

These Australian experienced scientists and engineers, that were worlds first and most experienced with the digital transition program, were sacked. This followed a proposal, to the federal government, from the private commercial TV media aligned union of private television broadcasting, the Federation of Australian Commercial Television Stations, (FACTS)<sup>37</sup>

If Australian experienced scientists and engineers, this intelligent team working for Australians had been respected as they deserved, the private interference from a global media cartel would not have been possible.<sup>38</sup>

But Federal government policy is that private managers with their "individualistic freedom", in whom they have faith, are better at managing public infrastructures than government without providing to the public the reason why.

Telstra board surely must be dysfunctional to waste money this way. The

Telecom Australia team, without private interference, would have completed by now, the far more efficient system for all Australians to have the switching of interactive cable TV and telephony on the same cable, and the service extensions to mobile phones, with additional expenditure of around \$5 Billion dollars.

This is the program to replace the expensive antique copper phones. Australia was the first with this unfinished program. Instead, since the private interference from "Market Forces" with telecommunications and digital TV, the government has committed Australians to waste and with extended delays, with costs to the public towards \$100 Billion.<sup>39</sup>

Who are the minds in unison that contrive this confidential system of musical chairs, to privately exploit public assets and to waste invested capital? If this is possible at the highest ranks of politics, how easy it must be to exploit the public by contrived party politics in secret at the grass roots of political parties.

Even with hundreds of channels financed by the public for open access to all political processes, the public is locked out more than ever from the inner sanctum of their publicly financed political processes. Australia's political process is more isolated from the public than ever.

### **Sciences for "The Nation" or private "Market Forces"**

At the broadest level, education and training can be thought of as a lifetime process of obtaining knowledge, attitudes, skills, and socially valued qualities of character and behaviour.<sup>40</sup>

The "Collins Dictionary" definition of "civilisation" as: *"A human society that has highly developed material and spiritual resources and a complex cultural, political and legal organisation, an advanced state in social development. Intellectual, cultural and moral refinement"*

The definition of "democracy" as *"the practice or spirit of social equality"*.

The definition of "Culture" as *"the total of the inherited ideas, beliefs, values, and knowledge, which constitutes the shared basis of a social action"*

*The total range of activities and ideas of a group of people with shared traditions, which are transmitted and reinforced by members of a group".*

It defines "politics" as: *"The practice and study of the art and sciences of forming, directing, and administrating states and other political units, the art and science of government"*

*The complex or aggregate of relationships, of people in society, especially those relationships involving authority or power"*

The Dictionary defines the "economy" as: *"Careful management of resources to avoid unnecessary expenditure or waste"*

*To achieve the maximum effect for the minimum of waste"*

*The careful management of resources, finance, income, and expenditure of a community, business enterprise etc"*

The Dictionary, defines "Cabinet" as: *"The executive and policy making body of a country, consisting of all government ministers or just the senior ministers,*



*an advisory council to a president, or sovereign governor.”*

The Dictionary defines: “*Business*” as “*proper or rightful concern or responsibility*”

This paper calls up as a reference, the document “The Market Economy”, 2006 edition, as compiled by Tim Dixon, a senior economic policy adviser in Canberra, and John O’Mahony, an economic policy adviser in Sydney. Within the front cover the text explains: “Leading Edge Education’s Success Package is the premier tutoring package for HSC Economic students in NSW.”

In this school textbook on the “Market Economy” explanations for “Price”, page 75, section 6.1, “Market demand: The price of the good or service itself”. This Australian HSC Education publication explains why, in a “Market Economy”, the role of government is constrained so that private “Market Forces” and “Price competition” are the means to achieve market efficiencies.

“Competition” has become an insidious word. It is a common word used by economists and lawyers, and used repeatedly by the followers, who obviously have never been responsible for establishing a new market. Unless young people are educated for the management of new markets, rather than exposed to propaganda from the WEF global union, there is no hope of efficient businesses being managed by Australians in Australia. Therefore there would be little chance of being internationally competitive.

On page 217 of the referenced education program, is the inclusion: “The Broadcasting Corporation is an unusual example of a public good”. The text explains that “The existence of the ABC demonstrates that the media is more than just another business”, (using the ABC TV logo to head the chapter.) It does not explain the history of the ABC that would expose its essential and total reliance on government for establishing TV broadcasting as a public service, before private television service could ever exist at all.

It omits to explain, and to offer as a real example and real world understanding of how markets are developed. The electronic TV system for public broadcasting services was only possible because of shared research, technologies and experiences between the British government’s university foundations, and private manufacturers. The development of television was first a challenge of intelligence, between a mechanical system from USA and an electronic system from UK.

British industrialist promoted the electronic systems to government and developed their system as an extension from earlier technologies, incorporated a new technology, the electronic display tube (1880) as invented by William Crookes (1832-1919).

British sciences and engineering were leading the world and private/government-shared resources convinced the world that the television system should be electronic. The British were the first to launch TV (BBC, 1936) with an open standard system available to any manufacturer. Post the Second World War, nations recognised the political value of television as a public communications tool.

After several decades of electronic TV engineering experience, and the technologies improved for larger picture tubes, the British system was upgraded for larger screen sizes, actually called at that time, high definition. This

generated into a world conflict of standards to divide nations into politically aligned trading partners (the animal instinct in humans).

The world split this upgraded technology, by very minor contrived changes, into three inoperable standards. This was politically contrived to isolate markets for information protection across political regions or as more democratic nations to align as trading partners and to reduce competition or to constrain market access.

Communitistic nations adopted 819 lines and 50 Hz. USA and Japan committed to a 525 lines 60 Hz system, a technical commitment to be compatible with 60 Hz mains. By this time the British and European shared government/private research to develop prototypes for a colour TV system. The system for Europe and the British Commonwealth was 625 lines and 50 Hz mains.

Research was well advanced yet too expensive for a consumer market. However, standards that permitted backward compatibility with black and white existing markets, were an important economic and social issue, well understood and supported by government's agencies, internationally.

These issues between industry and nations could only be resolved by government agencies also being set up with research and conformance testing laboratories and authority over the management of the electromagnetic spectrum. This was achieved internationally via government spectrum agencies setting international standards for the use of the electromagnetic spectrum per nation. This was the catalyst for a global television system for each and every sovereign nation to adopt.

It was only a few years before the politically motivated standards, the division for communitistic countries, the 819 system, could not survive, as the quality and efficiencies from industrial shared sciences and engineering, achieved by standardisation, was far more efficient. "Standardisation" and "continual improvements", for the system (the TV receivers and transmitters), the process, (the sounds and pictures) and the carrier or carriageway, (the electromagnetic spectrum), play a far more important role in market and consumer efficiency than any "Market Forces" claiming efficient markets by price competition.

The same dramatic contribution to consumer efficiency from these sciences and technologies and international standardisation for digital photography and mobile phones, for energy, for motor vehicles, is clear evidence. Competition on price has no meaning against the potential of efficiencies improvements shared with industries from the sciences and engineering.

Today, an electric LED lamp uses one tenth of the energy of a tungsten lamp for the same light output. It is now available for the headlamps of automobiles to replace quartz halogen lamps.. Price and competition plays no part in this revolutionary achievement in less than a decade from the shared sciences.

The very opposite to competition, shared knowledge and shared resources were the major contributions to this technology breakthrough. This is the knowledge and "know how", that with the "Market Economy" doctrine, "Market Forces" would rather keep as a private secret from the public to ensure a private monopoly or opportunity to exploit markets. Private partnerships with universities are contrived methods to find these opportunities and keep them secret.

By the time colour TV was ready for markets, the challenge was for one world standard. This again was not achieved because of political trade conflict between USA / Japan and the rest of the world, so analogue TV ended with two international colour systems.

Television could not start, as a market, before government agencies learned how and why to manage the electromagnetic spectrum for the public's interest. The technology had no industrial and economic potential until a government agency operated the first broadcasting system. The agency could not be established until the inventors, universities and consortium of industrialists defined and committed to standardisation across the total system.

Once the standards were established, this government agency/industry association, in parallel, also planned and committed government resources within universities and trade colleges to knowledge expansion and trade skills throughout the nation. Until this was under way, the public had no means to have TV.

This is globalisation and always has been since the beginning of trade and commerce. Only after knowledgeable people, the social assets, the public standards and private investments and the publicly shared infrastructures, schools and universities, were in place, could the broadcasting commitments be realised and television become a reality.

Later this became a revolutionary opportunity for all to share in this new open market and fair trade. Only then could public television broadcasting be realised as an efficient market. Only then could economists forecast market and economic trends. It was not possible for any one or an alliance of private companies to establish this industry and this new market without government's involvement and support for the public. Today economists advice to government has been the tool for the media to destroy an even more revolutionary potential from the digital transition program where Australia could have been number one in the world.

The establishment of public university foundations as Australian institutions, for Australians to share with international and local industrialists, in specific areas of advancing sciences is the most effective way to find and to focus on niche opportunities for Australians.

This is top priority if Australia is to be re established as it once was for telecommunications, mineralogy and mine engineering, an international position and respect, for its sciences, engineering and innovation. This is the critical knowledge that opens opportunities, for each and every individual Australian, to share in the social values, the young people's new knowledge that seed the emergence of new markets. This is for the progress of civilisations.

After two decades of social constraints, from the privatisation and monopoly of subscription TV in the UK by News Ltd in 1985, the BBC expanded to 30 free interactive digital program services to the public. . It is only in the last few years that the UK government has financed the BBC to introduce about 30 new public services in order that the UK public could have a far greater diversity of media, with quality, with knowledge and intelligence for the UK public to share. These are operating now, to the international digital transition standards, that News Ltd "blocked" in 1985. Today, the BBC would have the highest quality including HDTV and the largest library in the world, of art, culture and knowledge and intelligence relating to the sciences and engineering. This was

the UK government's decision and one that supports the United Nations objectives for shared knowledge, open markets and fair trade, using the new international standards to do so.

Australia still has the opportunity and could do the same "breakthrough", using the Telstra cable as originally engineered for the public to add 30 channels as open public services shared for educational purposes as noted above.

On page 222 of the HSC manual, the statement is made: "The government may reduce abuses of market power through regulatory bodies such as the Australian Competition and Consumer Commission (ACCC)". This seems to show recognition that market abuse does exist.

The parents of an economics student in Sydney were not aware that "The Market Economy" was the subject now taught to their son for the HSC exams.<sup>41</sup> This private authority over a school's education system is a powerful political influence from private "Market Forces". This has been achieved in secrecy from the public, between government and the WEF. This seems to be a private manipulation of a student's education, biased in favour of the private objectives of members of the global WEF, and, with this education, omitting the comparison with public's United Nations program.<sup>42</sup>

This major change in education in less than a decade, without the parent's knowledge, has to be a signal of remoteness of governments' interface with its people and a dislocation of information flow between government and its people.

Goebbels's psychological advice to Hitler was "if you repeat information to the public, often enough, they will believe it".<sup>44</sup> Hitler claimed authority over the newspapers, radio, and film production to ensure his individualistic objectives dominated public attitudes and beliefs. It was about three decades later that the German people understood the reasons and learned of the consequences and tremendous costs.

Today popular entertainment on private commercial TV includes the History of the Second World War. The military strategies and social consequences are analyzed in detail, but not the politically contrived private relationships. This is entertainment but not knowledge and education.

Television and IT systems cannot educate. It can disperse propaganda or knowledge, depending on how it is managed. But it can only **facilitate** the process of intelligent thought and reasoning. Schools and universities, books and black or white boards, pencils and paper, used within a disciplined study team or a disciplined military force, are by far the more efficient means to expand and disperse knowledge and intelligence, to learn and to reason why.

It is irrational to believe a student has a choice between two universities in competition. A student has no time in his life to "taste" and "feel" and "test drive" a university course before a commitment. He must make this commitment on trust and belief with personal and family involvement with the university. The student is not purchasing a car that the student can sell tomorrow and buy another, more to the student's taste and experience.

The idea of competition and that a university is a company, is beyond all reason. It is irrational faith in the "Market Economy", the religion of private exploitation. Public and private science laboratories are equipped to facilitate

new scientific discoveries. There is no meaning to competition where ideas are seeded and knowledge dispersed for growth of intelligence. It is waste to have two universities equipped for the same disciplines to service one region. Only when openly shared between students as cultured teams, not as individuals in secretive competition with one another, can young people develop and contribute positively to civilisation.

The revolutionary new sciences and engineering for the digital transition program that integrates telecommunications and television as one transport system is not taught in any Australian school, Tafe college or university in Australia! No university is equipped for students to learn how the system uses publicly collected codes for product identification, names and addresses and how to compile applications for public and private utilisation of this revolutionary science and software engineering, to manage this complexity of switching, all automatically. This forced competition in telecommunications crippled this scientific program that has existed for the world to deploy since 1983 that became a public program for industrial and economic investments in 1995. The science and engineering teams, the research laboratories and human capital for Australia that produced the engineering for the national fibre cable system that now passes near six million households were all dismantled, post the establishment of Foxtel.

Universities are foundations to unite governments and the public in shared participation, to add strength and robustness to the social wealth of sovereign nations. Competition will destroy this foundation's real potential. Private companies with their internal research include scientist and engineers privately employed for private commercial opportunities. However even these private companies must share public foundations to develop commercial opportunities of any significance. Government should not confuse the two.

For the public to be forced into competition between the private objectives from education and the public objectives from education creates conflicts, confusion, and vast waste. Private education within companies is not a public foundation and should remain within a private company. Universities should not be promoted to be a public or private business in competition with international universities or private research foundations. Its purpose is exactly the opposite, to collect knowledge and intelligence from international and local sources, and to protect this for the Australians within this sovereignty.

Universities are not companies in markets. They are Australia's foundations that ensure Australians have maximum opportunity to share and excel in the internationally emerging sciences and knowledge which are most applicable to Australia's future needs and expectations. Education of the youth and research for Australian social and economic objectives are financed from trade and commerce. This is the work of government agencies to manage in the most efficient way, wide open to the public. This sharing of knowledge and resources, has always been the best means for the advancements in civilisations.

It has to be a selfish nation that expects young people to finance and commit to debt to the Federal government in order to be educated in the preparation to service the national objectives. Public science and education should be managed on a disciplined program of merit, without fees. Fees are for those who do not qualify by merit. Otherwise Australia will not culture internationally competitive scientists and engineers. The total costs to students, legal costs, regulatory costs for government and universities to manage and administer student loans could be higher over time than the costs to educate

students. This surely is waste upon waste. Government should be a leader in missions to be achieved, not a lender of money to students who are then left exposed to private “Market Forces” to be exploited.

To start a career with a huge burden, a loan over their future, even before a career is even committed is selfish, antisocial and immoral and unethical. It is of no concern to the wealthy families but nature does not give all the brains for the sciences and engineering and motivation to just the wealthy.

Australia cannot support a new industrial or infrastructure program, without first establishing the human assets, the knowledge and intelligence throughout the nation, that will be the essential human capital to support the program. Only when the necessary social capital, the scientists and engineers and skilled work force are sufficient in numbers and have this knowledge for new major programs can it become an efficient program. The private electronic industrialists spent over \$100 Million of private funds on education and training after Federal government officially endorsed the digital transition program for Australians,. This was to train both the public and private sectors, only to see that the total program was aborted after private interference from the media cartel.

Members of the WEF union and the Federal cabinet, and boards of major companies, would not have a clue as to what skills are necessary to establish a new market from new scientific discoveries. Bill Gates, as a small startup company, discovered the solution to a problem IBM could not resolve. Henry Ford built his first car in his father’s back yard. Fritz Philips built his first electric lamp at the back of his father’s cigar factory.

Australian government, at fire fighting irrational speed, is adopting the worst of policies from the USA, and ignoring their best without the public permitted to reason why. Australia should be far more astute at collecting and recording the intelligence behind the educational programs of other more progressive nations for Australians in the sharing of their research, not as partners but as a team sharing exercise and at the same time looking for a lead for Australia.

A public debate on private commercial television and private newspapers is far from an efficient means to determine the best outcome of a proposed program. It is a dangerous means exposing the public to be manipulated for private exploitation as they have been with Telstra.

Experienced students in universities that are open to the public and to all private industrialists for shared knowledge, have far more understanding of what is most likely to be the most efficient approach in the long term. To have to twist and turn at every hop skip and jump from the TV screen is a most superficial way and most unproductive way to implement programs and improvements for civilisations.

Private media is exploiting “Competition” and “Globalisation” as though this is something new and magical. To the contrary, it is mystical. Business has been global since trade began. Today it can be faster. But that should not be the reason that it is not disciplined by sovereignties. Saudi Arabia is sovereignty and a kingdom that does not allow foreign investors to buy shares via their Stock Exchange but does invest internationally. It does not allow commercial television to be used to exploit its public. Their moral and religious values are different to Australians, but their business ethics are superior.



Boeing's program to build its new 787 is global, subcontracting components internationally, in Australia via Hawker de Havilland. But Boeing's 787 is strictly a project from USA social sciences and engineering. Boeing in USA, strictly manages this, as shared alliances, not as private and secretive de regulated partnership with governments, but as openly shared programs to support their access to global markets and most strictly to international standards and the rule of law. It is immoral and unethical to use Boeing's and USA shared science and technologies for contrived political advantage.

Australia could duplicate the Boeing experiences, with "next generation" technologies. It can only do this when democracy, social justice, and the rule of law are re established in Australia. Otherwise Australia would not be trustworthy enough to be accepted in foreign nations for major programs that must be aligned with government sovereignties.

There is still time to start such a program using the digital transition program. Saudi Arabia still has to replace copper and coax with fibre cable, and upgrade from "circuit switching" to "packet switching" with revolutionary software to manage new systems and applications on its public infrastructure, serving its 22 million civilians. So have most other nations that still have telephony only, and are yet to build new cable systems. Most nations are still without the new cable for switching television and interactive multimedia services with telephony over the fibre cable that Australia has had for a decade.

The platforms for the World Economic Forum union's new faith in the "market Economy are:

**Governments cannot manage businesses**

**The New World of business is global**

**Major business should be deregulated and left to the consequences of "Market Forces"**

**Competition is the best way to reduce prices and ensure efficient markets**

**Public support infrastructures therefore, should be privatised and exist in global markets in competition**

Would these be rational for anyone who has a reason and an opportunity from a scientific breakthrough to start a new market? The major problem in Australia with government organisation for privatisation is that the public no longer have agencies with the intelligence to support public programs. Producers and consumers have no means to process political understanding or public support to do so. They are locked out of public communications systems and have no means for government to understand the sciences, technologies, and industrial opportunities. The access to government is monopolised by commercial and financial unions. The economists and lawyers in government accept their economic "language" but have no understanding or interest in the sciences and engineering, the most powerful forces for the creation of wealth. The repeated response from Federal government when challenged is "Telstra will be privatised as this is in the best interests of consumers". That's it!

CSIRO have had a hybrid motor vehicle for a decade but this program has been crippled and wasted by being a secretively contrived private partnership and not

an open industry shared program!

The Prime Minister announces that recycled water is a more superior platform than desalination. That is irrational if there is no water to recycle. The farmers in Australia have no future with this policy. Surely it would be far more rational for local universities and local government to be open to opportunities that best fit local circumstances. It is irrational that government commits Australia to one program and to close any other potential opportunity, as Australia has over coal, water, and energy research. This is the quick way to deflate the public's support, innovation, and productivity improvement programs. It is a reckless waste only affordable by the sell off of natural assets. It is commitments without a vision, without the reasoning as to why. Surely Australian universities could be relied upon for reliable advice and direction.

It is so clearly obvious that commercial private "Market Forces" have the political authority over these commitments by the Federal government. These private one way channels of communications are contrived to dominate over the public's attitudes and beliefs. So how are the following concerns ever to reach the public as an opportunity to understand and to reason why and to correct the defects?

### **Governments cannot run business.**

If government is not running the public's business then who is? Every one is aware of the private "Market Forces" running the business of Telstra and the management of the electromagnetic spectrum for private media objectives. They know that this is not democratic. Therefore, if Australia is to be democratic, this excuse that governments cannot run businesses is disrespectful to other members of government who believe in democracy, social justice and the rule of law. Members who announce to the public that government cannot run business, defeats the purpose for which they were elected and instead, are then supporting in confidence or in ignorance the private "Market Forces". These members should be asked to step down.

This parliamentary position of social and economic responsibility, the democratic process of leadership for the public, the setting of objectives, performance standards and the rule of law, should be left open to more talents representatives that would rely on university resources as official relationships with the public and international forums to act as advisors to governments.

The public will have little opportunity to know the attitudes and beliefs and what a parliamentary candidate's real objectives are, while the private media have near total authority and control over public communications. With near total private authority over public communications, it is a simple matter to filter information that is being dispersed to the public in the selection and election of parliamentary candidates and members. A democratic process for this will not be possible until the public, not just the party in private, have open access and openly shared and intelligent understanding relationships between the man or woman and the constituents objectives to be represented in government. This is to be at the grass roots of political processes. Telstra cable is the catalysts for this.

### **The New World of business is global.**

Humans have always been global and even universal in their outlook. What is globally changing is the speed of communications. What is new is the propaganda that urges Federal government to deregulate and to allow private law by self-regulation of the commercial unionised businesses. The major flaw in this is that we do not have a democratic world government to define the rule of law in international markets.

In the meantime the only democratic program between sovereign nations is via the "United Nations". To step aside from this democratic process is to expose the public to global risk. This is the danger when this private and secretive privilege is already a process within the nation. This is a new cold war against democracy, social justice, and the rule of law. It is to destroy sovereignty of nations. It is in direct opposition to the United Nations Charter.

### **Competition is the best way to reduce prices and ensure efficient markets.**

This statement is about as far from the real world as one could get when evaluating the potential for efficiency improvements. The examples in the sections discussing education should be convincing. However a simple financial example is illustrated here. This simple example will explain just how irrational this statement is.

A community of 2000 people has one grocery store with a capital investment, \$250,000, a petrol station with a capital investment \$225,000 and a bakery with a capital investment \$140,000 and a post office with a capital investment \$98,000, all owned as community shareholdings of \$613,000. Bank interest is 5.5%, therefore to be worthwhile, as a business investment and incentive, the profit should exceed 5.5%

2000 people in this community earn \$50,000 each, a village with income of economy of \$100,000,000 per year. Each member of the community spends, in this local village, average 7% of their income, \$7,000,000. The stores average gross margin is 11%, \$840,000 per year.

The businesses employ 3 People in the store, 2 in the service station, 3 in the bakery and 1 in the post office, averaging \$50,000 p.a. for each employee, a salary bill \$ 450,000, which we accept as 60% of total costs.

Therefore, total costs = \$750,000

Profit before tax = \$840,000 - \$750,000 = \$90,000

Profit on investments before tax = \$90,000/\$613,000 = 14.3%

This is better than the cash in the bank. The prices cannot be abnormally increased as a few members of the community travel at times to a similar community centre to visit and soon learn if other shops are cheaper and therefore would complain.

A price difference of 1% will reduce the gross margin from this community business by \$76,000, and therefore reduce the net profit before tax; \$90,000 - \$76,363, a profit now of = \$14,000.

As % of investment, \$14000/\$613,000 = 2.3%

A reduction of 1% in selling prices is unsustainable.

With an investment \$613,000 in a bank deposit of 5.8%, today's rate at St George Bank, investors would earn, \$35,554. This is far more comfortable than managing a community business, and all the compulsory administration for tax collection and the compulsory super systems!

Government policy dictates that this community must have competition to bring prices down, as the new faith in the "Market Economy". (The Minister responsible for telecommunications achieves this, by auctioning off spectrum to private companies, local or global companies, prepared to establish a parallel telecommunications network in the serviced area, offering financial support to do so.) So the government finances "competitors" to create competition. We now have two of each commercial activity.

This community spends, locally, \$7,000,000 annually. This now has to be divided between two competitors with near equal investments. The turnover and therefore the gross earnings are now reduced to half for each investor. The community has no way of doubling the money they have to spend.

Therefore the results = \$420,000 - 750,000, a loss of \$330,000 per year for each competitor. Both businesses would be bankrupt in two years, leaving this market wide open to global market forces as one global deregulated private monopoly.

Over recent years, one privately owned shopping Mall in St Ives permitted

Woolworths to have first choice within this new shopping and car parking centre. Woolworths, now the new franchise owner of a petrol service station. Woolworths introduced a bulk discount system as an incentive to buy petrol from Woolworths, and to hide from the public, the real prices of goods and prices of petrol. The discount coupons can only be used if the customer needs petrol before they expire or when the customer in need of petrol is also near the discounted station.

Woolworths, by monopolizing distribution channels, exploit producers and consumers, exploit location and by discount coupons and price bundling conceal the true prices. By these monopolistic means giant chain retailers are able to reduce or eliminate competition in their markets. In short time Woolworths were the managers of the failed “competitor”, Franklins in the same shopping centre.

The ACCC does not react in consumers or producers’ best interests and instead uses the Federal governments’ faith in the “Market Economy” as the excuse to the public to allow this market abuse to continue.

**Major business should be deregulated and left to the consequences of "Market Forces".**

The first government reaction to the Federal government “deregulation” that is classed as illegal by the ACCC as price fixing was for the Queensland government to permit cooperatives to operate in markets (Queensland cooperative Act). This permitted the producers to combine their resources to break the abusive market practice of major retailers to monopolise distribution channels from producers to consumers as contrived by Federal government’s deregulation of the “Market Forces”.

This is an alliance between producers to counter the abusive anti trade practices and this Federal government supported private monopolies on distribution channels between producers and consumers, as we have with cable TV.

This is waste where the State must administer regulations that are to offset the abuse of the regulation imposed on the consumer markets for the benefit of the elite members of the “Market Economy” by Federal government. These are the abusive “new freedom” privileges to exploit markets by “deregulation” enacted by the Federal government after private alignment with the “Market Forces”. The consumers must pay the cost consequences also of these regulations and the market waste.

The ACCC, ASIC and the APRA, the regulators, could never have sufficient resources to challenge Woolworths, Telstra and News Ltd combined resources against this private control over distribution channels. Anyway any challenge is conditional on permission from the Treasurer who by the legislation, still has authority over the regulators. This is the Federal government’s policy, the doctrine as adopted from the Hilmer report.

Federal Cabinet, has already tarnished its faith and trusts with the AWB scandal and the Telstra decade of waste, and exposes the danger to a sovereign nation by permitting foreigners to dictate Federal policy and to exploit the public telecommunication infrastructure.

Federal government has dismantled the science and engineering teams responsible for this world first program. Obviously, with Federal Cabinet’s

secretive behaviour and confidential alignment with the major "Market Forces" their total authority over the public commitments to the sciences, research, and education, is now an on going threat to the security of financial investments of producers and of the public.

This is a serious situation where "*the practice or spirit of social equality*" is failing.

One look at the Wallis Committee, of 1977, already exposes the political "Musical chairs" used to establish its membership to ensure the committee was as far from the customer as possible, and as near to the elite of Australia as possible. The summary of the Wallis report includes: "The report notes that an effective financial system delivers many advantages to users. The most direct and transparent benefit is the reduction of costs to consumers. But a far more efficient financial system has benefits for the wider economy, as it releases resources for more efficient uses and enhances Australia's competitive"<sup>46</sup>.

Near a decade later we have outstanding proof that with Foxtel and with Woolworths, exactly the opposite effect has been the result. The report release includes: "The treasurer will retain powers to reject mergers under relevant banking and insurance laws. ----- Government has further decided to remove the former Government's blanket prohibition on a foreign takeover of any of the major banks". This is already an open door policy to global "Market Forces" that is destroying Australia's sovereignty.

In the Westminster system, the "King or Queen" is last resort as the public messenger. The king or queen reads all summaries of parliamentary process, on behalf of the public, and in this democratic system, this is the means to ensure parliamentary process is always open to the public, except in matters of security. Without a king or queen, nations usually appoint the governor general or president as the messenger between government and the public. The judiciary is always available to the public as the independent public scrutiniser of social justice.

The Australia Governor General does not have this open authority between Parliament and the public without Cabinet permission. With deregulation and with the Cabinet adoption of the Wallis committee, it appears that the last resort is the Treasurer, therefore the removal of authority from the regulators, at any time; the public have no means of access to protection of abuse.

The Federal government's new faith, the new secretive religious following in Federal Cabinet's to its faith in private "Market Forces" is a system of slow social, moral and ethical mass destruction.



**Public support infrastructures therefore, should be privatised and exist in global markets in competition.**

This is simply explained in the Telstra section above. It is so fundamental a process that has corrupted the public program and assets that any further explanation need not be repeated here. However, when governments allow public assets, universities, telecommunication, water, energy, to be exploited by private "Market Forces", who gain private authority over, and private profit from the policies over Australians, this denies the public the right to share in opportunities from investments in the essential public support infrastructures. These are essential to support industry, agriculture, education, and social needs and lifestyles. Australia is not worthy of these people that promote and support the social selfishness and private greed achieved by following the doctrine of the "Market Economy".

Only when government accepts total responsibility for democracy, social justice and the rule of law, will Federal government remove this corruptive and the potential further exploitation programs from Australia. It is a simple process by the rule of law to correct any price deviant or market abuse in Australia without the waste of legal process and failed companies and expensive regulators. The rule of law does this automatically.

The nation's business is split into two parts, public, and private businesses. The serious problem for the Australia economy is that the two are fusing into one confusing program not yet understood by the public. The media will not enlighten them of this most serious problem. They have far to much to lose.

Public business includes the management of the social assets of the public. By far the nation's most valuable social assets have to be the young Australians knowledge and intelligence from the sciences and engineering and the arts. Young people are the most likely source of new social and economic values to civilisations. The negligence in the culture of our young folk today will adversely affect the economic results and social lifestyles for Australians over the next ten to fifty years. Australia for the last five years has transferred annually about 30,000 Australians away from industry and agriculture to retail and administration<sup>47</sup>.

Prime Minister John Howard said, in relation to Federal authority over the State government matters, that he would not rule out having "some grand pow-wow" knowing too well the media is the force behind the faith in the "Market Economy" and the governing authority over Australia. Little could be done to change this division of political authority to align with a democratic process for the public objectives while this is so.<sup>48</sup>

The completion of the digital transition program under the direct authority of the Federal government is a revolutionary means to most efficiently contribute to reverse this trend and reform Australia with democracy, social justice and the rule of law. Television diversification, a balance of public and private media, is the public's most powerful and most efficient tool of all available tools, to facilitate these objectives. This is only possible by a bipartisan approach.

In the wrong hands, it is a most powerful tool to destroy these opportunities. The difference is dramatic and is entirely due to the authority over the management and the engineering for the telecommunications infrastructure. Managed by the public, it will be managed to international standards. This is of

paramount importance, of urgent importance for Australia, to reverse its declining international competitiveness.

**The management of the nation's economy is a government responsibility for the business of the nation. It is accepting "proper and rightful concern and responsibility" for the Australian public.**



Power lunch . . . the cream of Australian business was at the Lowy Institute to hear the Treasurer (far right) talk about foreign policy, including (from left) Lachlan Murdoch, James Packer and Frank Lowy. Photo: ROB HOMER

## Costello serves up a taste of things to come

### The power lunch

Picture from the "Financial Review", front page, 22nd September, 2005

### Privately owned shopping centres

As civilisation progresses, villages expand into towns and cities. Some disappear altogether as the business activities move into larger centres. These towns were developed for the trade and commerce needs of their communities. Shop owners invest in their businesses with faith and trust for their future well being. Councils and State government supports their community objectives with public roads, rail, telecommunications, water, energy, education hospitals, etc. This is the social capital, the public infrastructures. The private businesses are the wealth creation and wealth dispersion systems and processes, the people and families sharing the opportunities from the local community attributes and objectives.

The political system today adopts the doctrine of the "Market Economy" where governments intervene only when necessary, and therefore in confidence with the deregulated private commercial and financial "Market Forces", accept their plan in private, for a new shopping centre. This plan although made public,

politically ignores the local investors. The business programs and financial commitments established over time by the local investors are now in subtly contrived ways, "confiscated" by the owners of the new shopping complex, who have no community involvement except to exploit the already developed trade and commerce opportunities in these centres.

The Westfield shopping center at Cessnock is a typical example. A car park and road access is a government privilege to private centre owners, that was financed by public funds, to provide the system that "forces" the public to park adjacent to this new centre, thus a monopolist diversion over the traffic to the retail business centre in that community.

The major retailer chain stores have "first choice of location". These major stores have now become the dominant distribution channels for most products. The founders of this town, in a wine agricultural centre, have their investments destroyed, their private businesses invested in this town, monopolized by a plan to exploit all local retail business opportunities.

For the original shop owners to remain in business, they have no choice but to move into the new centre and thereby lose their life times development of capital assets. They become shopkeepers, of shops no longer in their possession, but to be rented, without choice of location, from the new remote proprietors of the centre. The shopkeepers have a new deregulated authority, a new self-regulated system of private law to abide by, fees over their incomes, fees for Centre advertising, compulsory upgrades at the instructions of the owners etc. These are the new abusive self-regulations exploiting what was a lifetime of investments, the fast destruction of community shared motivation.

Farmers no longer have multiples of distribution channels to their consumers, the requirement for prices to be effected by competition, without domination of buy/sell price setting over producers and consumers. So margins between farmers and customers are extremely high.

A democratic government would stimulate that the community own this new shopping centre who would also encourage and support the local farmers to directly sell their products to their consumers. This, in Australia was not possible as the ACCC classes this as price fixing and had the Federal government support for this conclusion. The new "Market Economy" doctrine dislocates farmers from their markets, and their customers. The "middleman" is a deregulated union force of the major retailers that are located in the shopping malls, usually as duopolies, to monopolise the distribution channel, and exploit the gross margins.

This is not an open market between producers and consumers. It is hypocritical that government demands other nations to open their markets to farmers, while they permit private "Market Forces" in Australia via private town centres, and aligned major retailers, to completely block open markets and fair trade, right within public's trade and market locations that these communities established. This is irrational political behaviour.

The proprietors that are the benefactors from this deregulated system in Australia are most likely financed from the compulsory retirement funds. The shopkeeper and staff have no option to use their super contributions for their own entrepreneurial objectives or as their investment directly in their own shopping centre. These opportunities have been confiscated by proprietors that award themselves, wealth differentials near 500:1 between the proprietors'

wealth and the displaced shop renter's wealth. This is the "Market Economy" promoted by the extremely privileged private elite, the private members of the World Economic Forum.

Australia is a nation of expanding monopolistic controlled distribution channels. Woolworths now sells wine, mobile phones, and petroleum. With this trend, it could soon be the only retailer. If it was not for the Queensland cooperative Act, many farmers would have been bankrupt by now. Farmers are a staple part of civilisation, but have no option than to be totally dependent and exploited by "Market Forces" who monopolistically control distribution channels and now claim authority even over water markets!

This water "rights" trading is another exploitation privilege for private wealth, to privately own the rights to trade water. This is about as antisocial an interest in profit that one could achieve. It is exploitation for private wealth of the worst kind. This is the "Market Economy" This is civilisation going backwards.

Life cannot exist without water. The water could be the difference between life and death of the Australian economy. Only 3% of all natures water is fresh water. This is the test from nature on human behaviour, for good or for evil, for greed or for sharing, for the love of thy neighbour or for the animal instinct in us. Universities will provide many solutions for the public. Water rights would not be one.

The citizens of a city are just as dependent on water as are the farmers as food suppliers, as the farmers for their lifestyles, as all industrialists and agriculturists are dependent on water. Home gardens depend on water.

In increasing locations the world needs for water are in excess of natures' supplies. Australia has many different and diverse locations. It is irrational that the right for all solutions will be discovered from a news item on private television!

How much is the owner of a dying farm willing to pay for water for its survival? Water is to be shared not exploited. Towns, factories, hospitals and shopping centres and homes deserve to have water. Water rights is another layer on top of the stone wall. Scientists and engineers will solve this problem There solutions may open global markets for Australians. It is the civilized way to do so.

### **The compulsory super**

The compulsory super fund is a new private tax. It is the compulsory deposit of funds to finance private "Market Forces". Australia now has four compulsory tax systems. One "tax", the compulsory super is administered under the private authority of the financial and commercial "Market Forces" and as regulated from their input to the Federal government. This compulsory deposit of funds to be governed under the authorities of commercial "Market Forces" is undemocratic as the public do not elect these authorities. The public accept this on faith.

Public payments to the governing authorities of Counties and councils are undemocratic, as their communities do not elect their council or mayor.

The payments of funds to State governments and the Federal government are



democratic only when the Federal government governs as the governing authority. A tax is efficient when the public monies are spent as investments in public assets, infrastructures, institutions and foundations and their maintenance so that they continually increase their values to the public and efficiently support private enterprises in open markets with fair trading.

This is managing the public's business. Australia's political system then has two major flaws of concern.

The worst flaw by far is the undemocratic management and superficial government concern and interest in the public's assets and in the compulsory "saving" legislated by Federal government but outside government authority for its management.

Already we have experiences of near \$100 Billion of waste in private investments for telecommunications and television infrastructures alone, since privatisation of Telstra. The public are excluded from any means to control the use of these funds. This money could not have been wasted if the misdirected policies of the "Market Economy" had not been forced onto the Australian public by the Federal government. It is a simple matter for Federal government to democratically fix this problem.

How much water could have been supplied to the farm deserts if this \$100 Billion was allocated to the universities and the CSIRO as a project to supply water to farmers? How many infrastructures could Federal and State governments manage for the public if the \$600 Billion superfunds were under a democratic government authority with science and engineering studies from universities were the basis for commitments? Europe has many examples of just how efficient this can be, as the best in the world for road and rail as examples.

What better way is there to stimulate and motivate communities than to involve them, democratically in planning their local shopping centres, with State and Federal support for the science and engineering issues that also would involve their universities. How much more aware of these opportunities could the public be if 60 channels of public television were available to universities and government so that the public were far more aware in the reform objectives under the authority of democratically elected members of government to manage public business? This "close to the customer" service and support would stimulate productivity far more positively than by secretive commitments to private "individualistic" faith in the "Market Economy"?

The small businesses, who employ near 80% in the private sector, are financially constrained by the fact that they must borrow their own self-earned funds, the compulsory super, from private financial institutions and pay interest on their "own" funds to finance their own businesses. They must administer a complexity of compulsory "tax" collection systems for the private sector and one for the public sector with little democratic participation in the rhyme and reasons for the "Market Economy".

This is a substantial amount of administration, shifted from the public sector and financial sector, onto small businesses, collecting cash which they are being denied less and less authority over its commitments and less and less knowledge and intelligence over how it is being invested or wasted.

These are indirect costs directly against Australia's balance of trade over which

private producers and small businesses must recover on behalf of external forces over which they have no means for public intervention.

It is a vast waste of time and resources, and unnecessary waste. Super should be voluntary and as options, directly invested in Federal and State government bonds or securities for public works, eliminating immediately a vast national waste on complex administration and a system wide open to corruption. Public infrastructures could be efficiently planned and financed. Alternatively it could be used to finance owner's own home or business.

Family homebuyers are forced to borrow and pay interest on their own money, when by the rule of law, 9% of the salary and wages is compulsorily re allocated to the financial "Market Forces" who already are promoting that this compulsory tax should be 15%! The owners now must finance 25% of their family university education. Little of their income is available for their own self managed commitments. These are the impositions from private "Market Forces" that have authority over the commitments with these huge funds now with their new "individualists freedom" to self reward, from \$6 to \$25 million annual salaries plus retirement superannuation related to these incomes.

With deregulation, and while commercial companies have open access to these funds, this compulsory "tax" and with most expensive and complex administration that keeps the unemployed statistics low is unlikely to fund comfortable retirement for most owners of these funds. This is the "Market Economy" working for the public good!

### **Upside down motives against science and innovation**

Every four years, the world is exposed to the Olympic games, sophisticated processes of selection and training in secretive ways so that the potential international competitors do not share this knowledge. Our nation uses the sports related sciences and technologies to develop a special human being and progressively sort the wheat from the chaff from the initial masses to produce one final winner in each Olympic event.

Each individual challenger, in his own private way, and by personal effort against each competitor, if and when a winner, is rewarded and publicly proclaimed for his outstanding efforts by the presentation of a gold medal and then left to fade away. In Australia, even leadership is now an Icon associated with sports.<sup>51</sup> With this globalisation of "Sport", as a profession, the media in particular, exploit the youth of nations, and this activity of sport, once only a community recreation, now a globally commercial competitive activity. Private media "Market Forces" profit from this human resource and potential for advertising as a means to collect its finances from the public.<sup>52</sup>

A brief study of history will highlight that civilisation can only expand when this concept is turned completely upside down. For the continual improvement of civilisation, we start with one publicly unexposed winner, a person with a gift from nature, one single mind, the producer of an idea, that when shared and supported by a democratic social system, is the catalyst for an industrial and economic revolution.

The birth of a child is the original source of any potential value that may mature to benefit future civilisation.<sup>53</sup> Whatever ones faith, no one can deny that the birth of Jesus revolutionised the world's attention to thoughts and reasoning of



the social values, morals and ethics, so forcefully that even the world aligned date and time with this event.

Only when the nation's institutions and foundations effectively support the healthy dispersion and sharing of ideas and knowledge for continual advancements of our human capital, will ideas and scientific discoveries develop to commercial and social reality. It is only when the knowledge from the sciences becomes intelligence for standardised and measurable progress, for education, that sufficient resources will be available to support a program for a community, for a nation and for the enhancement and advancement of civilisation.

USA is again giving recognition to the success of the industrial progressive achievements post the major public works programs of the Roosevelt government. A recent study for the Federal USA government proposes a complete re nationalisation of rail to fast track a high speed electric rail freight and passenger system covering 43,000 miles of upgraded track, a program aligned with the expansion of nuclear power generation<sup>54</sup>. This program is far beyond the technical and financial capabilities of any private organisations, as Europe and China have proved.

### **The bureaucracy in defence**

Obviously to defend government with its secret processes re the AWB scandal, Dr Peter Shergold stated in his "Meet the Press" address "Pride in Public Service" on the 15<sup>th</sup> February 2006, as "driven by a need to pursue whole of government responses to the wickedly complex problems of public policy."

Later he continues: "Those who leak the deliberations of government, as opposed to those who whistleblow on corruption, undermine democratic process. They erode the trust between government and public administration, which lies at the heart of good governance. They diminish the opportunity for public servants to inform and influence policy and, conversely, reduce the willingness of government to seek the broadest range of advice from across the administration. They undermine whole of government approaches. It is for that reason that I protect the confidentiality of ministerial decision-making just as zealously as journalists protect the confidentiality of their informants." He makes this comparison back to front!

The public service and government is financed by the public and therefore government policies should respect this.

It is obvious that Dr Peter Shergold, secretary with the Prime Minister, takes no responsibility for trust between government and the public. Government has removed this as a democratic right of the public. Dr Shergold does not mention the existing trust in secret between government and private "Market Forces". It is this recent secrecy of government departments which is replacing the open and democratic system of public service that is contributing to loss of democracy and social justice. Without knowing and understanding the rule of law, without knowledge to reason why, the public has no means of protection from commercial and financial abuse.

This government organisation of departments that Dr Shergold is defending is less a public service and more a secret service. This is becoming more to service the private objectives of "Market Forces". This public infrastructure is

financed by the public but is involved in secretive programs between government and private “Market Forces”, such as the News Ltd technical modifications to the Telstra cable in order to achieve a private market monopoly.<sup>55</sup>

This is globalization up side down. Australia provides privileges to private global companies while denying Australians public participation in global science and engineering forums. Australia has been supporting the destruction of a major globally shared science and engineering programs by supporting private interference with these global programs. The science program for the Australian public has been aborted by a similar scheme financed by Australians, for News Ltd to achieve a total monopoly of UK PayTV market, that aborted in 1985, the British public’s participation in this global program. This is a private program of corruption, that is also stimulating gross unethical behavior elsewhere, such as the AWB and the OneTel programs.<sup>56</sup>

Post the Staggers Act of 1983, in USA, Roosevelt’s program of public infrastructures, that revolutionised industry in USA, was dismantled as promoted by the WEF privatisation policies. Private rail in USA is profitable to its private shareholders, as they have no need to invest in the engineering and build of the tracks, tunnels and bridges. They deploy, for private gain, the USA public’s social investments from past years.<sup>59</sup> Most of USA railways now unused by private investors are extensive social investment not utilised placing severe pressure on public roads. This is frustrating economic growth for the public of USA. However, the trend in USA is reverting towards nationalisation of public infrastructures as a far more efficient program for their future.<sup>60</sup>

The Wealth of the top 200 is now near 1000 times the average Australian’s wealth and is increasing at a relative rate of four times over the average Australian’s. This is Australian civilisation, socially declining towards the times of private owners of kingdoms and serfdom.

For each individual accumulating wealth by acquisition, not by new business investments, to \$1 Billion over 50 years denies Australia from employing 200 scientists or engineers. Yet it is unlikely that the rich by acquiring existing businesses, would have had this wealth opportunity without businesses being established by scientists and engineers in the first place.<sup>61</sup>

Australia has over 200 with wealth beyond \$1 Billion most by acquisition or property speculation. 200 \$Billionaires, who accumulated wealth by private and politically contrived programs for private exploitation, such as the Telstra program, denies Australia to culture at least 40,000 scientists and engineers. The rich should be stimulated by government policy to invest in Australian industry, as shared programs, not as politically contrived private programs to exploit human capital. The rule of law as a replacement for the doctrine of the “Market Economy” will correct this antisocial and deviant behaviour.

The objective for these high salaried executives is much easier. Their prime occupations are their focus on mergers and acquisitions, that is the simple means to exploit some one else’s previous hard work that created a new private or public viable business, Telstra for example. This merger or takeover is not a process to create new wealth within a nation, but for a few to exploit existing wealth for private objectives.

The “Market Economy” is the new freedom that Mr Turnbull promotes. It is the individual freedom for a few in positions to exploit markets, to acquire

business and to self allocate their income from these assets. When government policies work in secretive ways to stimulate this program, this private exploitation by political capital, the nation cannot be claimed to be democratic.

It is a nation taught to think that governments could not run businesses. It is a nation that has succumbed to the greed and authority of the world rich the members of the World Economic Forum, the Lowy Institute and the 100 club. It is Mr Turnbull's new freedom for the rich denying attention to the priorities such as the sciences and engineering.

This secrecy within the government bureaucracy is not democratic. This is not a care taking or service to the public to strengthen the robustness of Australia as a sovereignty. It is not a government in support of agencies with relationships to the sciences for industry and agriculture or the recommendations from the United Nations. It is a Federal government that even within the bureaucracy has members with a religious like belief in the private doctrine of the "Market Economy".

### **Foundation of the United Nations**

During the 9-12 August 1941, two nations represented by their leaders, Prime Minister Winston Churchill and President Franklin D. Roosevelt met on the "Prince of Wales" off the coast of Newfoundland, to agree if and why this terrible war should continue. Once established that global nationalism under Hitler was unacceptable, they set out the United Nations objectives the Atlantic Treaty, and agreed to destroy the imperialistic "Forces". The planning of how followed.

By the 1st January 1942, this Foundation had 26 member nations, including Australia, to share technologies and resources to destroy global imperialism. The objectives, as set out in the Charter, was to establish a worldly focus on the moral, ethical, technical and commercial standards and the rule of law for the return of democracy and social justice in sovereign nations without the use of warlike conflicts.

Today, more young folk than ever turn out each year, to celebrate their ancestors' ANZAC program. Few understand that the ANZAC's beliefs in the objective of United Nations Charter has, since 1998, been converted by the Federal government to the Hilmer doctrine, now known as the "Market Economy". This is a doctrine that permits private global imperialistic businesses to establish their private governing authority over Australia's natural and human assets and investments and over Australian politics. It is in stark contrast to the United Nations objectives.

## **The evolution of markets**

Most economists exclude to explain how markets today rise and fall in quick time as the consequences of new technologies from sciences and engineering. They omit to explain the evolution of new markets and the reason for the complete collapse of the old, the consequences of the machine guns over rifles, the aircraft over battleships.

It was Pythagoras (560 –480 BC) who first demonstrated that rods of materials, when reduced in length by third at a time could create sound as musical notes. This was the musical octave. It was Bach (1772) that produced a scientific formula to provide an exact measurement for sound, and explained mathematically, how this principle exists in nature. Bach produced new musical notes as the keyboard that we know today.

From this mathematical formula, a vast new industry developed for musical instruments. This formula, by disciplined sharing of scientific knowledge and intelligence, was the catalyst for the understanding of the sciences and engineering for the working of machines, and became the means to launch, in Britain, the industrial revolution.

It was Christian Huygens, (Dutch, 1629-1695) who showed that light could be measured. He produced mathematical formulae for measuring light frequencies, opening a vast new era of scientific discoveries and disciplined knowledge expansion. Over recent decades this growth is exponential, with internationally shared knowledge to produce flat screen TVs, computer displays, LED lamps for homes and now car headlamps using 1/10<sup>th</sup> the energy of tungsten lamps for equivalent light output.

James Maxwell, (British, 1831-1879), who predicted electromagnetic radiation, was the first to write down the law of electricity and magnetism as discovered by Faraday, (British, 1791-1867) and Hans Oested, (Danish, 1777-1851). This work continued with Oliver Lodge, (British, 1851-1940) who first showed how to control the transmission and detection of radio waves. Michael Faraday discovered that a changing magnetic field also drives a current. Only by standardisation for the rule of law (230 volts 50 Hz, AC for Australia) could this scientific discovery contribute to an efficient public infrastructure for all to share in new sciences innovation and industry, the catalyst for a revolutionary expansion of the economy.

Faraday also discovered Benzine in 1825, the catalyst for the motor and plastic industries we know today. Alessandro Volta, (1745-1827), an Italian scientist made the first battery in 1800. The motor industry could not have existed without government involvement in mandating standards for the rule of law. Alexander Graham Bell, (USA, 1847-1922) using batteries, coils, and carbon, converted these sciences to telephony. It was Lise Meitner (1878-1968) an Austrian, that in 1930, was the first to demonstrate the process of nuclear fission for the release of energy. Morse, (Europe and USA, 1791-1872) produced a standard for communications over distances, for rail, shipping and banking, adopted as simple international common law, only last year replaced in law that now calls up advanced technologies to international standards.

The Australian father and son team Sir William Henry and Sir William Lawrence Bragg, jointly won the Nobel prize for physics in 1915, with X ray crystallography that opened up new avenues for metallurgy. 90% of steels

manufactured today for world markets did not exist 10 years ago.

### **The sciences, the key issue in the major reforms agenda**

Ever since the beginning of civilizations, other than natural causes, the sciences, technologies and innovation, have had the most dramatic influences, socially and economically.

Before any reforms can be realised for the benefit of the economy, for the lifestyles for the future of Australians, a major political defect has to be repaired. The public has not the financial ability to use litigation to defend their rights against the market abuse from private “Market Forces”.

The only opportunity for the public is a bipartisan action within parliament to remove this blatantly abusive private behaviour against the public. Have the members of the Australian Federal parliament the understanding, the courage and the perseverance to repair this defect?

A far more civilised course to follow is an open government with a long-term mission and objective to re establish and support for the sciences and engineering as a key element in the organisation of government agencies.

This requires orderly and planned and delegated responsibilities, shared with the public. Federal government, could consolidate recommendations, from State and Community governments, and advise and assist the States and Communities with their objectives and opportunities. The New Hope is that all Australians urban and rural will share with equality, the public mission and objectives. As opening suggestions:

1       The public’s cable (Telstra) be adopted as an open system to international standards, for the switching and transport of telecommunications, television and interactive multimedia, to provide, in addition to telecommunications, an open public electronic infrastructure. This is to revert Telstra to its original objectives to be a national and international public network to switch circuits for the transport of telephony and media from anyone to anyone. Electronic media markets, for the first time, will be freed from market monopolies and market abuse. Telstra must not be involved in media marketing. This is unethical and irrational.

An alliance or even a merger of Telstra with Optus should be a priority that will consolidate engineering for far more efficient utilisation of the two public support infrastructures as one integrated system to international standards incorporating satellite, terrestrial and cable networks as one integrated system. Telstra shares in Foxtel can be privatised. Their private “set top boxes” are devices that have been used to corrupt open markets and fair trade and have blocked far more efficient application of telecommunications and TV and must be outlawed. Telecom New Zealand could participate in the sciences and engineering for this major and most valuable program. This will save governments, consumers and all in industry an commerce many \$Billions. This is being civilised!

2       A public agency with authority over water. This will include delegating authority to States and Community governments and responsibilities shared with universities as and where appropriate. It is unbelievable and outrageous that “water”, on which the existence of all life depends, is a tradeable marketing

commodity. This is one deliberate action against the social objectives of the United Nations Charter. Interactive television knowledge channels, shared with State and Community programs, re water will stimulate innovation and ideas into actions for change.

3 An agency responsible and accountable to the public re transport systems. This means that a special focus to educate the public in the international trends and potential opportunities for energy saving, electrification and automated management of private motor vehicles.

4 In a similar way, an Agency focussed on energy for the public, re systems to supply energy to homes, offices, industry and transport. This is a total ongoing integrated energy program, not a one off public debate re nuclear energy, but programs on new materials and engineering to reduce energy demand etc. A knowledge channel will be the effective means to align public involvement with national, State and Communities objectives and opportunities.

5 An agency that will coordinate administration systems for the public and private sector as one common integrated system, incorporating all the opportunities from the digital transition program within the Telstra system. This could be a national revolution for the reduction of the nation's administration. Mandating, under government authority and responsibility, the international standards and direct participation in global forums for their continual progressive developments.

7 The health department could also operator its own knowledge program on health, good food, drug abuse, social and family issues, and mental care etc. with direct interactive public health educational programs.<sup>62</sup>

Australia has the human capital in the sciences and engineering to once again be a world leader, in many advanced sciences, as Australia has with medicine to share in the "Next Generation" of electrification, water and nuclear sciences. Australia could be a major source of systems engineering and component supplier for the future expansion of public infrastructures, world wide, for energy, water, electrification of transport and communications.

Management of the nation's economy is a government responsibility for the public, not for private "Market Forces". It is accepting "proper and rightful concern and responsibility" for the public. Telstra can be quickly re organized as it once was, as Telecom Australia to complete and enhance the digital transition program.

This then is the bankable value for its rightful owners, all Australians. Australians once again can be proud owners of their public investment and will be more personally involved with this program than ever. This completed, as a public support infrastructure for the public of Australia and with the rule of law, is worth many times more than the current market value of Telstra for the public.<sup>63</sup>

Australia seems to have been created from a bountiful providence. Australia once had the sciences and engineering that was the human capital to create, as one example, the worlds most advanced telecommunications system for the next generation.

Within a decade, this program has been perverted as to make Australia instrumental in effecting the most damnable of purposes. Namely, to destroy



the United Nations objectives, and to concede to private individualistic greed for private authority over the public of Australia, motivated by banknotes above science and innovation.<sup>64</sup>

A motorway network is not a market to be privately exploited! A telecommunications network is not a market to be privately exploited! A river is not a market to be privately exploited! A university is not a market to be privately exploited. The electromagnetic spectrum is not a market to be privately exploited. Parliament is not a market to be privately exploited. These are the public's social assets from which many teams or people with sciences, engineering, arts and trades and social skills find reasons or have needs to share.

Australia's sovereignty was based on the Christian faith in democracy, social justice, and the rule of law. Australia is also in global competition with the nation's sovereignties based on their Buddhist or Muslim faith in democracy social justice and the rule of law. Both however are superior in moral, and social values and ethics than the Australian faith in the new global religious beliefs of the "Market Economy".

This new private imperialism that Australian Federal government is observed as supporting, is unethical and antisocial behaviour and in a world with both the Muslim and Christian based sovereignties this could earn for Australia a reputation of being unethical and immoral. The world cannot exist without conflicts until the world agrees to share knowledge and to assist each other in resolving conflicts and improving the efficiencies in markets and international law to establish a world of continual improvement and in the development of open markets and fair trade. The United Nations is the only avenue for this.

This is not possible while private media have more power and authority over communications to the global public for private and individualistic objectives that exclude the United Nations objectives than achieved by the democratic alignment of governments with the United Nations general assembly.

Since the invention of reading and writing, the prime threat to democratic governments, have always been the dominating private media and secretive psychological devices used to achieve private power and authority. The government's freedom of choice, the only freedom government has, is to choose in fear of media retributions or in fear of perverting the course of democracy, social justice and the rule of law. A bipartisan approach is the simple means for Australians to escape from this dilemma.

The Australian public investments in disciplined universities, research and culture is the most valuable investment the public can make. Whether this investment will be available to the public or not, will depends on this choice.

This is a the choice that each member of the Australian parliament must make, a choice between serving the private values of "individualism", the promoters of the "Market Economy" or serving the public of Australia as a sovereignty and as a supportive member of the United Nations.

## OECD privatisation of public assets, by country (USD Millions)

This chart shows that Australia has 644% higher privatisation of public assets than the OECD average!

Country	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	\$US Mill.	%	Population	%	Per Person \$US	% OECD Av.	
Australia	19	1042	1893	2057	2055	8089	9052	16815	7146	15220	6273	396	70057	10.9	19	1.7	3687	644	
N.Z.	3895	17	967	630	29	264	1839	-	441	1331	-	-	9413	1.5	3.7	0.3	2544	444	
Portugal	1092	1002	2206	422	1123	2362	3001	4909	4299	1620	3256	353	25645	4.0	10.6	0.9	2419	423	
Finland	-	-	-	229	1120	363	911	835	1999	3716	1827	38	11038	1.7	5.1	0.5	2164	378	
Ireland <sup>6</sup>	-	515	70	274	-	157	293	-	-	4846	1458	773	8386	1.3	4.1	0.4	2045	357	
Sweden	-	-	378	252	2313	852	785	2390	172	2071	8082	-	17295	2.7	8.6	0.8	2011	351	
Italy <sup>7</sup>	-	-	759	3039	9077	10131	11230	23945	15138	25594	9729	2653	111295	17.3	57.2	5.1	1946	340	
Austria <sup>2</sup>	32	48	49	142	700	1035	1302	2438	2537	70	2086	833	11272	1.8	7.6	0.7	1483	259	
Iceland	-	-	21	10	2	6	-	4	128	228	1	14	414	0.1	0.3	0.0	1380	241	
Greece	-	-	-	35	73	44	558	1395	3960	4880	1384	1305	13634	2.1	10.2	0.9	1337	233	
France	-	-	-	12160	5479	4136	3096	10105	13596	9478	17438	429	75917	11.8	58.1	5.2	1307	228	
Norway	73	-	-	-	118	521	660	35	-	454	1039	2103	5003	0.8	4.3	0.4	1163	203	
Denmark	644	-	-	122	229	10	366	45	4502	19	111	-	6048	0.9	5.2	0.5	1163	203	
Belgium	-	-	-	956	548	2745	1222	1842	2288	10	-	-	9611	1.5	9.8	0.9	981	171	
Switzerland	-	-	-	-	-	-	-	-	6442	-	-	-	6442	1.0	6.8	0.6	947	165	
Spain	172	-	830	3222	1458	2941	2680	12532	11618	1128	1079	741	38401	6.0	40.7	3.6	944	165	
Netherlands	716	179	-	780	3766	3993	1239	842	335	1481	310	831	14472	2.2	15.8	1.4	916	160	
Hungary	102	385	705	1308	955	2645	849	647	197	88	66	43	7990	1.2	10.6	0.9	754	132	
U. K.	4219	5346	7923	8114	4632	5648	2426	4500	-	-	-	—	42808	6.6	58.4	5.2	733	128	
Czech Republic <sup>4</sup>	-	59	877	837	1065	976	902	395	437	737	520	1603	8408	1.3	16.2	1.4	519	91	
Poland	23	171	373	433	725	1101	1442	2043	2079	3422	6262	1586	19660	3.1	40.4	3.6	487	85	
Slovak Rep	-	-	-	63	415	1004	486	11	-	-	1313	508	3800	0.6	10	0.9	380	66	
Germany <sup>5</sup>	11	351	-	73	678	191	1421	3125	11357	2754	1750	3343	25054	3.9	77	6.8	325	57	
Japan	-	-	-	-	13875	-	2039	-	6641	15115	-	-	37670	5.9	128.5	11.4	293	51	
Korea	-	-	-	1451	3782	643	3091	645	201	2153	18	2907	13440	2.1	47.1	4.2	285	50	
Canada <sup>3</sup>	1504	808	1249	755	490	3998	1768	-	11	-	-	-	7830	1.2	28.5	2.5	275	48	
Mexico	3124	10757	6864	2531	766	170	73	2670	988	279	406	-	28628	4.4	107.2	9.5	267	47	
Turkey	486	244	423	566	412	572	292	466	1020	38	2712	123	7354	1.1	66.8	5.9	110	19	
U.S.A.	-	-	-	-	-	-	-	3650	3100	-	-	-	6750	1.0	266.1	23.7	25	4	
Luxembourg	-	-	-	-	-	-	-	-	-	-	-	-	0	0.0	0.4	0.0	0	0	
Grand Total	16112	20925	25586	40461	55885	54599	53022	96282	100633	96735	67119	20583	647942	643735	100.0	1124.3	100.0	573	100
	14608	20924	24338	39010	55885	54597	53023	96284	100632	96732	67120	20582			Millions		OECD Average		
*Differences	1504		1249	1451				3648	3901										
% Per Yr	2.5	3.2	3.9	6.2	8.6	8.4	8.2	14.9	15.5	14.9	10.4	3.2	100.0						

- The red figures are the unexplained differences in the OECD report and the cross balance of columns

Media Market (continued from next page)

Broadcast ServicesS	\$0.26	1,830,121	0	1,785	0	38,568,672	0	BSA
Beyond Int	\$0.63	4,003,825	0	0	0	37,743,448	0	BYI
Adcorp Aus	\$0.57	3,957,934	0	1,140	0	35,640,160	0	AAU
GLOBAL TELEVISION	\$0.83	1,911,005	0	0	0	31,722,686	0	GTV
TWO WAY TV AUSTRALIA	\$0.43	-1,809,866	0	0	0	25,267,604	0	TTV
Magna Pacific	\$0.21	5,860,585	0	15,540	0	24,131,820	0	MPH
HYRO LIMITED	\$0.09	-15,646,012	-1	59,089	0	23,748,410	0	HYO
Brisbane Broncos	\$0.23	2,784,468	0	0	0	22,550,266	0	BBL
Becker	\$0.34	2,898,486	0	0	0	21,948,442	0	BKR
PACIFIC STAR NETWORK	\$0.06	-2,412,503	0	550	0	21,752,076	0	PNW
Asperont	\$0.16	596,789	0	3,200	0	21,219,166	0	ASP
Network Ltd	\$0.14	51,392	0	8,910	0	17,344,800	0	NWK
HWW LIMITED	\$0.31	2,409,614	0	0	0	13,807,400	0	HWW
International Concert Attractions	\$0.05	-28,240,156	-1	56,280	0	9,364,827	0	ICP
MICROVIEW LIMITED	\$0.04	-1,185,195	0	24,570	0	7,969,411	0	MVL
DIGITAL AND VOICE ME	\$0.05	13,948,863	1	5,954	0	5,852,670	0	DVM
Swish Group	\$0.02	-2,584,355	0	6,300	0	5,384,073	0	SWG
World Radio	\$0.02	-9,787,216	0	0	0	5,138,289	0	WAG
Infochoice	\$0.12	420,610	0	0	0	4,588,472	0	ICH
Adv group	\$0.06	-1,711,240	0	0	0	4,064,195	0	ADS
HARVEST LIVING	\$0.25	-281,298	0	0	0	3,606,388	0	HLE
G Publishing	\$0.10	-220,500	0	0	0	1,527,750	0	GEP
REAL BRAND HOLDINGS	\$0.05	-534,650	0	0	0	1,220,663	0	RBH
TERRAPLANET LIMITED	\$0.01	-6,426,350	0	0	0	918,050	0	TPL
Palamedia	\$0.02	-1,653,566	0	1	0	872,594	0	PMX

July 17 2006

2,505,622,163	100	80,090,525	100	70,494,631,490	100
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**This displays the financial and market power of New Ltd. Note that Telstra has near double annual profit than the total media market on the stock exchange. a nice prize post privatisation for a private media cartel!**



## Media Market

NEWS CORP	<b>\$26.06</b>	969,728,000	39	30,065,396	38	33,884,567,552	48	<b>NWS</b>
PBL Ltd	<b>\$17.84</b>	527,733,440	21	12,834,275	16	12,008,629,248	17	<b>PBL</b>
Fairfax	<b>\$4.05</b>	240,588,992	10	14,439,632	18	3,803,222,016	5	<b>FXJ</b>
APN NEWS & MEDIA	<b>\$5.16</b>	144,764,352	6	1,945,599	2	2,401,878,016	3	<b>APN</b>
Macquarie Communications	<b>\$6.01</b>	40,910,736	2	3,279,261	4	2,373,296,640	3	<b>MCG</b>
SKY NETWORK	<b>\$4.86</b>	27,745,666	1	132,192	0	1,891,219,328	3	<b>SKT</b>
Seven Network	<b>\$8.45</b>	73,695,432	3	2,449,317	3	1,887,049,600	3	<b>SEV</b>
West Australian News	<b>\$8.50</b>	67,128,568	3	3,040,629	4	1,778,655,872	3	<b>WAN</b>
Austar	<b>\$1.22</b>	62,999,852	3	904,397	1	1,530,896,512	2	<b>AUN</b>
SEEK LIMITED	<b>\$4.87</b>	14,700,974	1	3,451,535	4	1,376,802,688	2	<b>SEK</b>
Rural Press	<b>\$10.45</b>	65,027,888	3	121,889	0	1,242,306,048	2	<b>RUP</b>
Ten Network	<b>\$2.93</b>	90,071,416	4	1,975,766	2	1,168,774,400	2	<b>TEN</b>
Southern Cross Br	<b>\$11.60</b>	49,159,840	2	1,377,361	2	827,174,592	1	<b>SBC</b>
Austereo	<b>\$1.80</b>	38,878,020	2	543,987	1	683,402,752	1	<b>AEO</b>
Amalgamated Hlds	<b>\$4.87</b>	39,550,996	2	25,241	0	613,418,304	1	<b>AHD</b>
STW (Singleton) Group	<b>\$2.83</b>	37,241,648	1	2,514,407	3	590,772,736	1	<b>SGN</b>
Realestate.com.au	<b>\$4.15</b>	10,180,404	0	34,902	0	528,108,480	1	<b>REA</b>
Prime tv	<b>\$3.45</b>	22,358,572	1	141,450	0	430,933,376	1	<b>PRT</b>
Village Roadshow	<b>\$2.31</b>	7,722,419	0	401,808	1	352,545,216	1	<b>VRL</b>
PHOTON GROUP LTD	<b>\$4.50</b>	9,587,840	0	121,275	0	267,153,424	0	<b>PGA</b>
Emich	<b>\$0.79</b>	2,451,049	0	29,613	0	145,588,640	0	<b>EMI</b>
Sunraysia TV	<b>\$12.00</b>	2,876,815	0	0	0	137,100,000	0	<b>STV</b>
Aav Ltd	<b>\$1.08</b>	-11,392,128	0	75,075	0	93,991,592	0	<b>AVV</b>
MACQUARIE RADIO	<b>\$1.10</b>	3,730,587	0	2,200	0	91,192,128	0	<b>MRN</b>

Continued from previous page

## Telecommunications

Telstra	\$3.87	2,056,998,016	134	74,987,056	67	23,208,695,808	72	TLS
Singtel	\$2.10	105,235,248	7	16,828,336	15	1,024,543,360	3	SGT
Telecom NZ	\$3.51	45,297,572	3	16,543,792	15	6,882,877,952	21	TEL
NAMBERRY LIMITED	\$0.02	11,722,407	1	936	0	3,158,732	0	NMB
SP TELEMEDIA LTD	\$0.76	11,011,469	1	242,566	0	268,182,544	1	SOT
B Digital	\$0.10	10,284,452	1	14,300	0	82,939,128	0	BBB
Amcon Tele	\$0.15	1,769,633	0	36,070	0	54,595,060	0	AMM
M2 TELECOMMUNICATION	\$0.31	1,680,083	0	32,550	0	18,403,738	0	MTU
Neighbourhood Cable	\$0.40	1,613,311	0	0	0	18,471,240	0	NCA
PIPE NETWORKS	\$2.10	892,467	0	42,000	0	82,200,920	0	PWK
Mithril Res	\$0.04	409,101	0	0	0	4,958,800	0	MSO
Queste Communications	\$0.21	170,429	0	0	0	5,965,025	0	QUE
ACCESS PROVIDERS LTD	\$0.11	0	0	29,315	0	3,890,397	0	APV
Stratatel	\$0.10	-230,754	0	0	0	7,877,479	0	STE
PEOPLE TELECOM	\$0.07	-315,943	0	41,209	0	15,586,523	0	PEO
CIRCLECOM LIMITED	\$0.00	-596,534	0	0	0	917,745	0	CCO
ORION TELECOMMUN.	\$0.18	-1,121,339	0	0	0	14,219,882	0	OTL
FRESHTEL HOLDINGS	\$0.62	-2,619,700	0	300,498	0	75,996,032	0	FRE
Quadrant Iridium	\$0.06	-2,767,683	0	32,940	0	27,676,832	0	QAD
Broadband Comm	\$0.02	-2,846,053	0	27,528	0	13,281,581	0	BRO
MACQUARIE TELECOM GP	\$0.70	-3,054,003	0	0	0	14,252,014	0	MAQ
Sirius Telecommunications	\$0.03	-4,085,768	0	0	0	1,377,225	0	SIU
Gps Online Com	\$0.07	-5,388,721	0	7,100	0	34,468,392	0	GPO
Future Corp Australia	\$0.01	-6,275,068	0	0	0	1,568,767	0	FUT
Tele-ip	\$0.02	-6,280,184	0	68,082	0	12,804,257	0	TEE
IC2 GLOBAL LIMITED	\$0.00	-8,089,228	-1	1,598	0	3,370,512	0	ICC
Powertel	\$1.14	-8,811,497	-1	1,425	0	159,446,128	0	PWT
ENGIN LIMITED	\$0.25	-10,768,880	-1	70,939	0	57,281,276	0	ENG
CAPE RANGE WIRELESS	\$0.01	-20,859,442	-1	1,844,358	2	16,856,116	0	CAG
UNWIRED GROUP	\$0.33	-38,153,636	-2	66,225	0	82,611,136	0	UNW
Entertainment Media & Telecoms	\$0.01	-41,581,732	-3	0	0	2,993,148	0	ETC
Hutchison Tele	\$0.24	-547,311,424	-36	46,545	0	159,476,976	0	HTA

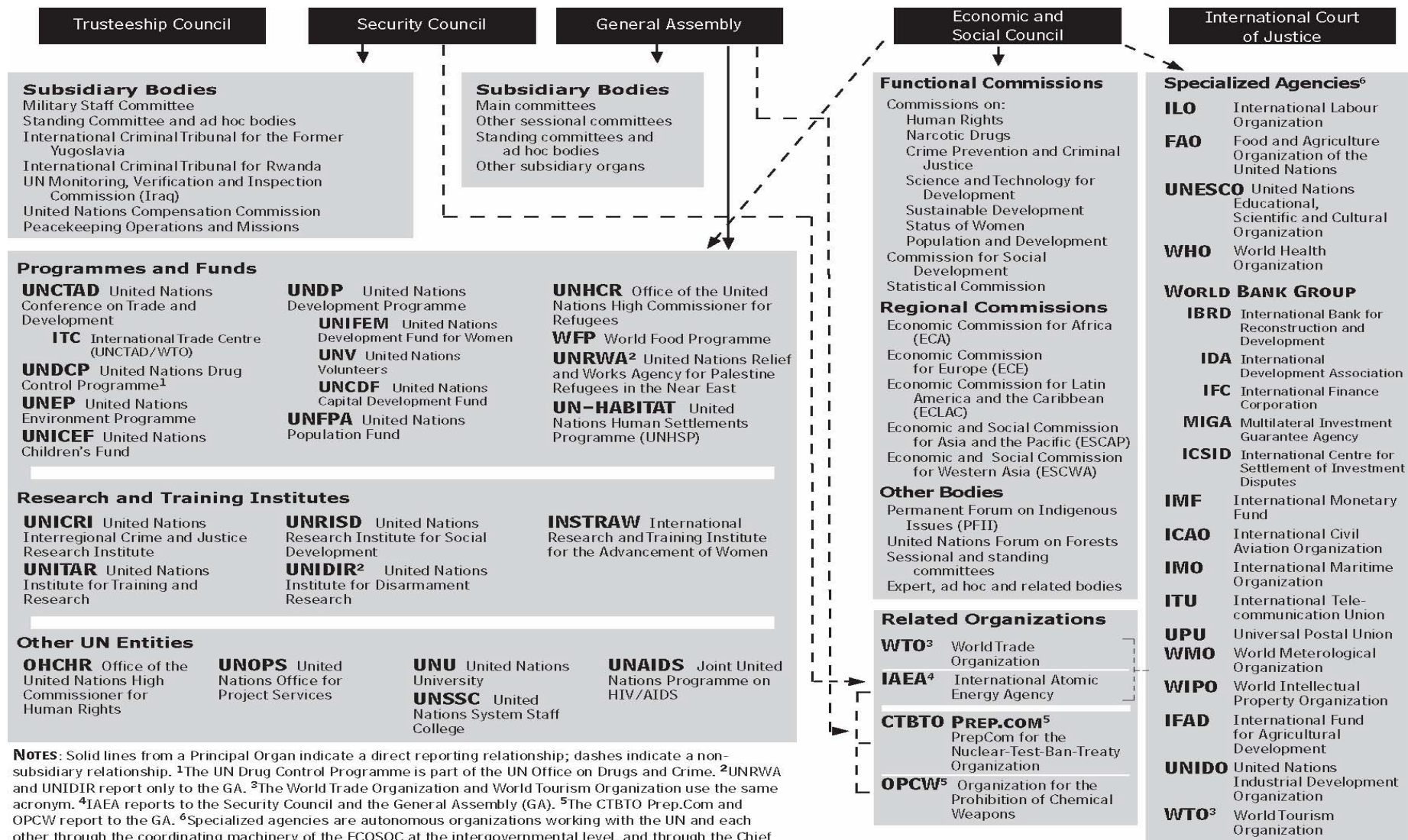
**July 12th 2006**

**1,535,926,600<sup>100</sup> 111,265,368<sup>100</sup> 32,360,944,724<sup>100</sup>**

**Telstra's potential and relative competition in this market. Note that the market has a \$520 Million loss offset against Telstra profits. Singapore government as 60% shareholder of Singtel receives 60% of profits in addition. The Federal government as 51% shareholder of Telstra also receives in addition over \$2 Billion annual income from Telstra.**



# The United Nations Organisation



## Acronyms

BBC	British Broadcasting Service
COAG	The Council of Australian Governments
DVB	Digital video Broadcasting
DVD	Digital video disc
EBU	European Broadcasting Union
EEC	European Union
ETSI	European Telecommunications Standards Institute
FACTS	Federation of Australian Commercial Television Stations
HDTV	High definition television, about 5 times the standard definition
HSC	High School Certificate
IEC	International Electrotechnical Commission
ITU	International Telecommunications Union, (United Nations)
NCP	National Competition Policy
NCP	National Competition Policy
NZBC	New Zealand Broadcasting Commission
OECD	Organisation for Co-operation and Development
TQMI	Total Quality Management Institute
TV	Television
UK	United Kingdom
VCR	Video Cassette recorder
WEF	World Economic Forum

## References

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<sup>1</sup> *The Productivity Commission Act 1998* includes:

- (a) *to improve the overall economic performance of the economy through higher productivity in the public and private sectors in order to achieve higher living standards for all members of the Australian community; and*
- (b) *to reduce regulation of industry (including regulation by the States, Territories and local government) where this is consistent with the social and economic goals of the Commonwealth Government; and*
- (c) *to encourage the development and growth of Australian industries that are efficient in their use of resources, enterprising, innovative and internationally competitive; and*
- (d) *to facilitate adjustment to structural changes in the economy and the avoidance of social and economic hardships arising from those changes; and*
- (e) *to recognise the interests of industries, employees, consumers and the community, likely to be affected by measures proposed by the Commission; and (\*)*
- (f) *to increase employment, including in regional areas; and*
- (g) *to promote regional development; and*
- (h) *to recognise the progress made by Australia's trading partners in reducing both tariff and non-tariff barriers; and*
- (i) *to ensure that industry develops in a way that is ecologically sustainable; and*
- (j) *for Australia to meet its international obligations and commitments.*

*\*It also maintains confidentiality from the public that was in the previous Acts. Very few consumers are aware of the Commission.*

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<sup>3</sup> **The Hilmer Report,**

National Competition Policy Reform committee (NCP) 1992 – 1995

<sup>4</sup> **See World Development Report, 2006 page 130**

<sup>5</sup> **IEC Extract from an address to the CeBIT Summit, 9th March 2006.**

"The time for action is now".

Says Viviane Reding, Member of the European Commission responsible for Information Society and Media "But we will only get this growth and the productivity gains it offers if we quickly overcome key barriers as regards incompatible standards and inadequate frequency allocation. This is key for enabling European as well as global interoperability of systems. Also, before things go too far, we must also make some decisions of principle on the security and privacy issues associated with widespread government and commercial use of (this) technology.

Note: Only by government being responsible for Telstra and spectrum management for public services can this be achieved. Australia would be about the most uncooperative of all nation and supports News Ltd objectives against this global objective. **It is this access and authority over public networks, the warning above that is a real danger in private hands**

<sup>6</sup> **Breakthrough**

During the war period, military programs in the UK and USA used the sciences of human behaviour to study the means to educate and train military organisations in efficiency and change. This extended to military supply factories. Post war, these programs were adopted as disciplines from universities into private industry and later, as private commercial "Quality Improvement" programs. It was an outstanding success in military programs, and later for the rebuild of Europe, sponsored by the EEC, then into Japan and Singapore sponsored by the Marshall Plan. Today it is a strong program in China.

During the late 80's, this program was exploited as a commercial business, that "killed" the involvement of universities in these social behavioral sciences, by global private organisations, such as Price Waterhouse Cooper.

In Australia, at its peak, it was the Total Quality Management Institute (TQMI) a public Australian foundation, that organised this scientific approach to behavioral education for students preparing to manage or work in industry and commerce. Today we hear senior managers of companies, aligned within commercial unions, for deregulation and their new "individualistic freedom", quote "Customer First" as their policy for excluding this interface with trade unions to understand group objectives, both without any knowledge or understanding of the sciences behind improvement programs.

We do not have these training courses in Australia any more. We have instead, government and private commercial businesses operating "quality audits", without the improvement programs. Unfortunately, the new economists within government saw these Quality programs as a revenue potential for government and adopted, in legislation, a government system of quality certification, at \$3000 per course, before any individual could be certified to practice, not in improvement programs, but only in quality certification.

This confused, for Australians, the total meaning of quality. Government, by regulations, by taking over the training role from TQMI, and substituting this with the Federal regulated official government quality certification training program, removing from the nation, the education of management, the training in the behavioral sciences.

With government total legislative involvement and their misunderstanding of the need for this discipline, this program faded away by the late 90's. Knowledge and intelligence should not be a consequence of legislation. It is most powerful only when it is liberally shared.

<sup>7</sup> **NCP report 33 Table 2.4, page 24 as an example.**

A study of this table clearly highlights what an economic catastrophe and social disaster will result from a privatisation program of nuclear energy.

<sup>8</sup> **In 1978**, it was easy to finance a holiday in Europe and UK over annual holiday break, out of the annual salary, with a family of four, and with my wife with her own car, looking after the family at home. In 2005, for a manager in a similar industrial management position as mine, could not afford to do so. The wife has to work, while the children are in pre school to maintain a respected living standard..

<sup>9</sup> **Boyer Lectures 2005**

Dr Peter Jensen, "The Future of Jesus", ABC publication.

<sup>10</sup> **"Emerging market structures in the communications sector"** a report from the ACCC to Senator Alston, June 2003, clearly identifies for the public the cartel, report prepared under the authority of Professor Alan Fels.

<sup>11</sup> **PayTV monopoly in the UK**

In a similar way, News Ltd, financed from Australia, was able to contrive the means in confidence with Mrs. Thatcher to monopolise the UK PayTV startup in 1985!

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<sup>12</sup> **USA regulations**

**Colin Powell, Chairman of FCC** (retired last year)

*"In 1996, no one could have guessed that nearly a decade later the FCC would be on its fourth attempt to develop local competition rules that are lawful. We hope to end that here and now, for the market cannot possibly continue another day plagued by an ever-shifting regulatory foundation. We can only hope that the fourth time is the charm." RE: Unbundled Access to Network Elements (WC Docket No. 04-313); Review of the Section 251 Unbundling Obligations of Incumbent Local Exchange Carriers (CC Docket No. 01-338) 2004*

<sup>13</sup> **Political propaganda**, the media describe this as multi "channelling". Technically a channel cannot be a multi channel. This is irrational and used by the media to completely hide the real attributes of a digital system. Many programs and services can be switched and transported, public and private services, free and subscription services, in one digital channel, depending on the "load", the definition of the digital TV programs which is an international standard option. The picture and sound quality, the radio program quality for example, will determine the maximum load in any channel. Each program within a channel is coded for the receiver to recognise what it is automatically, TV, radio, picture, music, or e-mail etc. one channel can be a multiple of any variety of "anyone's" "content" to anyone!

Analogue TV must have one channel for one program. With digital, this is no longer the case. The channel is still the same internationally defined division of frequencies as an engineering compromise between frequency used and bandwidth. However the channel as a digital channel, can be used for a multiple of any mix at any time of digital services. Several programs can be transported by one digital TV channel. One channel could transport three TV programs, one could be subscription (PayTV) and several radio programs, or any other mix of services up to the maximum capacity of this one digital channel. Telstra has capacity for over thousand television programs, all can be switched from anyone to anyone connected with the Foxtel cable or the BigPond Cable without the abusive Foxtel box. Optus could share the same management system. This would be a major saving for Australians. **This is the digital revolution but not applied to Australia. The media cartel as per News Ltd, will make sure government does not understand this as they have achieved in the UK, New Zealand and now for a decade in Australia and financed by the Australian public!**

<sup>14</sup> **Nuclear enrichment.** Europe and China do not have a problem with enrichment as the waste can be recycled in the system. Source "World Nuclear Association"

But Australia will debate this on private commercial television and make this a political issue while Federal government aligns with private exploitation opportunities and we all watch the world go by. In far less TV time than TV debate time, the public could have been educated. But this will not stimulate advertising.

<sup>15</sup> **Source**

2006 Year Book Australia

<sup>16</sup> **A TV Channel** is the internationally standardized division of the spectrum, which has been strictly engineered as a compromise between bandwidth and transport efficiencies relating to the frequencies within a defined band. Therefore "broadband" has no meaning without first describing the related frequency. The higher the frequencies the easier to widen the band pass as bandwidth

<sup>17</sup> **Source** Australian Broadcasting Cooperation's annual report, 2005.

<sup>18</sup> **Justin North's**

Old World was New Zealand where he left to study in the UK. He is the owner of "Pecasse" restaurant in Sydney.

<sup>19</sup> **Quality Control**

Define the organizational structure, its systems and within each system, the processes, the interfaces, responsibilities and accountabilities and targets for performance. Analyze information flow, goods flow and money flow and throughput times, as the processes in each segment of the interlocking systems.

Set performance standards and measure progress. Define the defect (as/or opportunities for improvement), analyze the causes (or the source of new knowledge). Report performance against the standards and performance indicators, set the new targets and the relevant training programs (the seven scientific behavioural tools developed during the war period) for implementing change and continual improvements. Define defects etc using the psychological tools for positive group behavior, with this knowledge open to all for improvement ideas. Criticise the systems, and the process, but not the person. Educate and train the person! Try it in parliament, in Cabinet!

This program is for top down and bottom up disciplined management of motivation, throughout any organization, private or public.

Thousand of pages of documents as the Australian government production of regulations, is a motivational killer, in any major change or efficiency improvement program, a major problem with the Australian political programs.

Control over change, for improvement or for stability can be efficiently managed with only a few pages of documentation which are the basic standards. By intelligent evaluation and reasoning, of the intent, standards, and performance



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indicators, simply expressed for all to understand, is the most powerful means to discipline and manage an organisation, defined best by those within the organisation. (Compare China's, USA and Canada's legislation and regulations and the rule of law with Australia's legislations!).

<sup>20</sup> **Treasury**, Financial system enquiry, Canberra ACT 9<sup>th</sup> April 1997

<sup>21</sup> **Visit websites**

Congress.org and Gov.cn and compare with aph.gov.au

<sup>22</sup> **See company code ION**

On New York Stock Exchange.

<sup>23</sup> **Governance and Institutions World Trade Report 2004**

"The notion of an institution embodies several elements: formal and informal rules of behaviour, ways and means of enforcing these rules, procedures for mediation of conflict, sanctions in the case of breach of the rules, and organizations supporting market transactions. Institutions are more or less developed depending on how well these different features operate. They can create or destroy incentives for individuals to engage in trade, invest in human and physical capital, and can bring about the incentives to engage in R&D and work effort."

<sup>24</sup> **EEC Website:**

On 6 April the European Commission adopted a proposal for a new EU program for Research. The proposal provides new impetus to increase Europe's growth and competitiveness, recognising that knowledge is Europe's greatest resource. The program places greater emphasis than in the past on research that is relevant to the needs of European industry, to help it compete internationally, and develop its role as a world leader in certain sectors.

The program will also for the first time provide support for the best in European investigator-driven research, with the creation of a European Research Council. Focus will be on excellence throughout the program, a requirement if it is to play its role in developing Europe's global competitiveness. Another priority will be to make participation in the program simpler and easier, through measures addressing the procedures, plus a rationalisation of instruments. In spite of this new approach, there are many elements of continuity: in practice, for the majority of participants, the programme itself will not change, but participation will become simpler.

<sup>25</sup> **Hansard**, 12 June 1997 Records of negotiating for private interference with government programs

<sup>26</sup> **EUROPEAN TECHNOLOGY PLATFORMS**

- Provide a framework for stakeholders, led by industry, to define research and development priorities, timeframes and action plans on a number of strategically important issues where achieving Europe's future growth, competitiveness and sustainability objectives is dependent upon major research and technological advances in the medium to long term.
- 
- Play a key role in ensuring an adequate focus of research funding on areas with a high degree of industrial relevance, by covering the whole economic value chain and by mobilising public authorities at national and regional levels. In fostering effective public-private partnerships, technology platforms have the potential to contribute significantly to the renewed [Lisbon strategy](#) and to the development of a [European Research Area](#) of knowledge for growth. As such, they are proving to be powerful actors in the development of European research policy, in particular in orienting the [Seventh Research Framework Programme](#) to better meet the needs of industry.
- 
- Address technological challenges that can potentially contribute to a number of key policy objectives which are essential for Europe's future competitiveness, including the timely development and deployment of new technologies, technology development with a view to sustainable development, new technology-based public goods and services, technological breakthroughs necessary to remain at the leading edge in high technology sectors and the restructuring of traditional industrial sectors.

<sup>28</sup> **Continual improvement**

**Operational planning:**

Define available attributes

Define the Mission

Set out the strategy

Define business opportunity,

Define objectives

Define Critical Success Factors

Define the systems and the processes and time progression

Define the resources (existing and to be added as new investments)

Define strengths and weaknesses, opportunities and constraints (diametrically opposing forces)

Define organisation structure, the systems and the processes for:

Information flow, Goods flow, and Money flow, the responsibilities and accountability

Define performance indicators (standards and how they will be measured.)

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*Present the plan to all that should be involved and gain approval and support*  
*Implement the plan, the commitments and performance indicators*  
*Measure progress*  
*Measure defects, define causes and implement change*  
*Implement continual improvements, (based on Systems, Processes and knowledge-based defects removal or / and new knowledge.)*  
*Define new attributes for new business opportunities*

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<sup>29</sup> *Queensland cooperative Act 1997, updated 2002.*

<sup>30</sup> *The Act Part 3 Objects, (2) ,( i )*

<sup>31</sup> *Hansard – Thursday, 12<sup>th</sup> June 1997*

<sup>32</sup> *Boyer Lectures 2005, from Dr Peter Jensen.*

*Read also, “The Future of Jesus”, ABC publication. This is an excellent and most relevant and simple explanation of Australia’s political dilemma, the distorted attitudes and propaganda with the meanings and purpose of community and choice, explained in a simple and most valuable way, far beyond my capacity to do so.*

<sup>35</sup> *Reference from Dr Peter Jensen’s book “The Future of Jesus”*

<sup>36</sup> ***This problem***

*For nearly two decades. This problem has the attention of the three responsible Ministers, of which two resigned early from their responsibility. It has had the attention of the ACCC under Professor Alan Fels, who produced a public document clearly defining the media cartel, but was asked then to take a new position. It has the attention of the Telstra Ombudsman who responded, as did also the Governor General and the Parliamentary Ombudsman, that this issue was beyond their authority to act and that it is a matter for the Prime Minister. Mr Howard says it is a matter for Senator Helen Coonan.*

<sup>37</sup> ***FACTS***

*: Federation of Australian Commercial Television Stations, by adding their numbers to committees in the Standards Australia process, and claim that industrial and consumer standards must be a voluntary process via Standards Australia. Government they demand should not mandate standards. This means that the rule of law that protects industrialists, the real owners of these science and engineering programs for telecommunications and TV for consumers, and the beneficiaries of these technologies from market abuse is not available. This is the one example how the “Market Forces” work between commercial unions to exploit producers and consumers. Neither Standards Australia nor the Minister has any intention of process for the good of the people of Australia.*

*This, in Australia, is a media union program to “Block” global standards for open markets and fair trade in Australian re telecommunications and TV consumer markets. The objective is for private “content” under proprietary TV and telephony systems, a scheme to monopolise the distribution channels for “Content” thus a system to abuse the producers and consumers. This has resulted in Australians’ public electronic transport networks to be split into multiple of disintegrated private system in parallel. All target “content” as a prime commercial activity with music, sports, sports stars, movies, movie stars, dating and porn as the main target of “content” for commercial exploitation. This is gross abuse against producers of quality “content” who no longer have access open markets and fair trade opportunities to access their markets and consumers. Ballet, Dancing, Live Theatre, the Arts are groups like universities, excluded from access to the public by these contrived means.*

*For the public, this is a vast program of technical and commercial waste and corruption against any potential for Australia to adopt the revolutionary efficiencies from the digital transition program. All others non-media industry and commerce and consumers must subsidize this huge waste. Senator Coonan has even legislated that \$1.2 Billion will be available to private “market Forces” to further expand this irrational complexity of waste and corruption.*

*The public has no means of knowing about these confidential processes. The best way to destroy this corruption of democracy and social justice international standards and public ownership of Telstra, that all programs in Cabinet are wide open to the public, with regular published reports of plans programs and progress, lodged in all public, school and university libraries, on a regular basis. All Parliament programs should have a live TV channel to the public. The Internet has no way of competing with private media. Democracy and social justice is not possible without open public infrastructures for the public. Access to this intelligence now exist almost totally as exclusive to private media “Market Forces” to exploit the public.*

<sup>38</sup> ***Manufacturing in America US Department of Commerce 2004***

*“We are in a highly competitive state with other countries that have taken education very seriously for a very long time –from small countries like Denmark which have been at the peak of pushing kids into the education world. China graduated close to 40 percent of engineers as undergraduates last year, our engineering graduated, less than 6 percent. Now that should be a frightening thought for us all”. – Phyllis Eisen of the National Association of Manufacturers, USA.*



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<sup>39</sup> **\$100 Billion of Waste**

*Includes the lost investments also in the startup PayTV companies, the failed private telecommunications companies, such as OneTel. Laboratories established and then closed down. It includes the triple costs to consumers for boxes and cable and control, through non-standardisation of systems. It includes the costs of cable build above ground that was specified an engineered to be underground, as per the regulations, but above ground as a demand from News Ltd to hasten the startup of cable TV for Foxtel confidential contract with Telstra and later Optus. This includes the duplicated cable system built by Optus and now specifically used as a private system for Foxtel, a contract that expires soon. It includes the heavy losses to investors post the privatisation of Optus. It includes the devaluation of Telstra because of mismanagement by a private Board.*

<sup>40</sup> **2006 year book Australia**

*Introduction to section 10, Education and training*

<sup>41</sup> **"The Market Economy", 2006 edition,**

*As compiled by Tim Dixon, a senior economic policy adviser in Canberra, and John O'Mahony, an economic policy adviser in Sydney. Within the front cover the text explains: "Leading Edge Education's Success Package is the premier tutoring package for HSC Economic students in NSW."*

<sup>42</sup> **A letter to the new Minister of Education,**

*Re this problem has had no response, unlike Dr Brendan Nelson who always followed up on government involvement with these issues.*

<sup>44</sup> **The Goebbels Diaries,**

*Translated and edited by Louis P. Lochner, published by Hamish Hamilton, London 1948*

<sup>46</sup> **Release of report on the financial system enquiry and initial government response on merger policies** Canberra 9 April 1997

*The report is a major review of the Australian financial system covering a stocktake of financial de-regulation, an analysis of the forces driving change and recommendations on the key issues in regulatory reform*

<sup>47</sup> **Australian Bureau of Statistics Year Books 2001 – 2006**

<sup>48</sup> **AFR Ref July 8-9<sup>th</sup>, 2006 Page 5** "Howard won't exclude new federation"

<sup>51</sup> **Financial review magazine, May 2006**

*"Board Games. Across the board, club football has become the ultimate power play for the business elite.*

<sup>52</sup> **Photo in the "Financial Review", front page, 22nd September, 2005**

*This is a photo with title: "Power lunch. The cream of Australian Business was at the Lowy Institute to hear the treasurer talk (far right) about Foreign Policy, including from the left, Lachlan Murdoch, James Packer and Frank Lowy". The Prime minister has his back to the camera.*

<sup>53</sup> **Manufacturing in America US Department of Commerce 2004**

*"We are in a highly competitive state with other countries that have taken education very seriously for a very long time – from small countries like Denmark which have been at the peak of pushing kids into the education world. China graduated close to 40 percent of engineers as undergraduates last year, our engineering graduated, less than 6 percent. Now that should be a frightening thought for us all". – Phyllis Eisen of the National Association of Manufacturers, USA.*

<sup>54</sup> **USA Rail plan "21<sup>st</sup> Century, summer 2005"**

*"The rail system as a national support to industry, has been both technologically and physically degraded, especially since the Staggers Act of 1980 deregulated the industry.*

*"It is proposed to construct a 42,000-mile electrified railroad system along the existing railroad lines for the transport of freight and passengers at speeds of 100 to 150 miles per hour, including intermodal trucks hauled by rail between cities, and to supplant car travel for trips of less than 300 to 400 miles.*

*In addition, it is proposed to build a new 42,000-mile-long magnetic levitation system generally along the interstate highway medians for very high speed passenger and high-value cargo transport at 350 to 500 miles per hour to replace air travel for trips of less than 500 to 1,000 miles. This new proposed electrified transportation system is expected to ultimately cost up to \$3.5 trillion over 45 years at an average annual cost of \$75 to \$80 billion. This system can ultimately result in a reduction in overall oil use of up to 2,480 million barrels per year, or up to 30 percent of the expected oil imports, and would require an increase in the national electric-generating capacity of up to 163,000 megawatts, or 7 to 9 percent of the expected overall national total of 1,500,000 megawatts by 2050.*

*The proposed financing for the construction of this future electrified rail and magnetic levitation transportation system is through long-term bonds and loans provided through a newly created National Infrastructure Development Bank (NIDB) This bank would be able to issue credits, guarantees, and currency entirely separate from the existing Federal Reserve Bank*

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System, which has shown itself to be at best reticent about, and in the worst case opposed to, major infrastructure development projects. Loan and bond guarantees could be provided through commercial banks to private companies, as well as direct loans and grants to the federal, state, and local governments for the above energy and transportation infrastructure-development projects.

- Hal Cooper, the author of the proposal, is an independent consultant on transport and water programs based in Washington state.

<sup>55</sup> **Hansard** 12<sup>th</sup> June 1997

- Government clearly recognised the waste and overbuild, and cable mods demands from News Ltd, as far back as 1997 (see FCC p47)

<sup>56</sup> **OneTel**

See pattern of trading over its lifetime, Huntley Shareholders, Volume 15. Page 372.

<sup>59</sup> Visit [www.bergen.org/AAST/Projects](http://www.bergen.org/AAST/Projects) "Philosophies of President Hoover and President Roosevelt. And elsewhere.

<sup>60</sup> **"For so much of my lifetime**

America has been an education to the world – to every nation, every continent, and every civilization. It has been a living lesson, a paradigm to which others could aspire, an example for others to follow. I hope that Europe can help America to be that again. When it is, it will not be America that triumphs but the ideas that, until recently, America has unequivocally represented. Then the century ahead would not be America's as was the last one. It would be a century dominated by the values that American history enshrines and that American leadership at its best embodies and defends without bragging and blustering: democracy, pluralism, enterprise, and the rule of law."

Last Paragraph of autobiography "Chris Patten, Not Quite The Diplomat" Allen Lane , Penguin Books.

<sup>61</sup> **BRW** July 13th Pages 26 - 27

<sup>62</sup> **Asbestos**

Who is more socially ethically and morally irresponsible. Is it the companies that mined asbestos, the companies that manufactured asbestos sheeting, the retail hardware stores that sold asbestos sheeting, the builders that used asbestos, or the health department whose responsibility is to ensure the safe use of products, processes and materials for the health of the public!

<sup>63</sup> **Public TV channels, Webb site, magazine**

To share knowledge with the public for study the exponentially expanding of world trends in sciences and technologies, the international developments for public foundations and public infrastructures. Australia, via universities and technical colleges, could include open learning, for Australians, as government program, one excellent way to refocus on Australian sciences and engineering participation to stimulate young minds at schools and at home. The public payback in the next generation will be substantial.

Just imagine Australia's world stance in the technologies of telecommunications, if media "Market Forces" did not block this Telecom Australia program.

#### **Public Broadcasting and Telecommunications**

ITU, DVB, ETSI, EBU

#### **Energy**

World Nuclear Association, Uranium Information Centre, Energy Information and Administration (EIA, USA), Energy,(World Bank)

#### **Water**

UNESCO Based on the title of the first UN World Water Development Report '[Water for People, Water for Life](#)', the General Assembly of the United Nations decided to proclaim, in its [resolution A/RES/58/217](#) [PDF Format - 29 KB], the period from 2005 to 2015 the International Decade for Action, 'Water for Life', commencing on [World Water Day](#), 22 March 2005.

The Resolution states that the main goal of the Decade should be a greater focus on water-related issues at all levels and on the implementation of water-related programmes in order to achieve internationally agreed upon water-related goals contained in [Agenda 21](#), the [United Nations Millennium Development Goals](#) and the [Johannesburg Plan of Implementation](#).

#### **Transport**

Transport, European Commission (note tender for study, intermodal transport)

<sup>64</sup> **Adapted from the idea in the words of William Cobbett**

as published in "This England", Winter, 2005