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Australia's Demographic Challenges
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A supplementary component to the issues is effective community awareness and involvement. The issues raised and profound impact these generational trends shall have upon us all requires high level of consciousness, comprehension and action by everyone.

Excellent research and position papers such as "The Australian Government's Intergenerational Report" and "Australia's Demographic Challenges" require far, far greater penetration into the wider Australian community with high rates of understanding. This is necessary since the generational and demographic challenges and solutions are really 'grass roots' and everyone needs to be engaged. Top down policies and directives will not suffice.

Surely it is high time that really important substantive matters and issues successfully compete with the drivel that consumes much media time and attention which becomes the default media diet for many Australians. I am merely an amateur observer of these things but it strikes me that with some imagination and marketing nous, highly important yet otherwise "boring" subject matters such as national economic forecasts, demographics, etc can be packaged into high digestible, comprehensible and motivating subject matter.

[To wit: Dr Julias Sumner Miller's exceptional success in using the media to promote the understanding of basic physics in a very entertaining and powerful manner during the 1960's – 1980's. Dr Karl Kruszelnicki from The University of Sydney is extending this legacy].

Bottom Line: address your marketing. You have strong credentials, experts and substantiative material that needs everybody in Australia to comprehend and engage. 'Press releases' and 'position papers' alone ain't going to cut the mustard. Need to create excitement, awareness and involvement from all quarters if we are to sensibly address these highly critical issues.

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