

# INTRO TO SEGRA TALK

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BY DON BURKE

\*RECENTLY THE WORLD ECONOMIC FORUM'S GLOBAL COMPETITIVE AWARDS RANKED AUSTRALIA HIGH IN MOST ECONOMIC ASPECTS BUT LOW IN INNOVATION.

\*RECENTLY PRIME MINISTER MALCOLM TURNBULL AT THE ECONOMIC REFORM SUMMIT SAID THAT OUR KEY NEED IS GREATER PRODUCTIVITY.

\*WORLD ECONOMISTS AND LEADERS IN GENERAL SAY THAT THE GREATEST WORRY ABOUT CLIMATE CHANGE IS GLOBAL ECONOMIC PROBLEMS.

THIS CONFERENCE IS BOTH TIMELY AND IMPORTANT.

SCIENCE HAS DONE A BRILLIANT JOB IN DEVELOPING THE MODERN WORLD. SCIENCE IS THE BEST DISCIPLINE THAT HUMANS HAVE EVER DEVELOPED. SCIENCE NOW DOMINATES EVERY ASPECT OF OUR LIVES, FROM LIPSTICK TO COMPUTERS, FROM SUNSCREEN TO CARS, FROM TOOTHPASTE TO ALMOST ALL MODERN FOODS.

SCIENCE CORRECTLY FORECAST CLIMATE CHANGE AND BE VERY CLEAR, THIS IS THE GREATEST PROBLEM EVER FACED BY HUMAN BEINGS.

BUT SCIENCE SO FAR HAS CLUNG TO THE NEGATIVE ISSUES CAUSED BY CLIMATE CHANGE. IN DOING THIS SCIENCE HAS TERRIFIED AND ALIENATED NEARLY HALF OF THE WORLD'S POPULATION. THIS IS A CATASTROPHIC MISTAKE ON THE PART OF SCIENCE.

THE VERY WAY THAT SCIENCE OPERATES DICTATED THAT IT WOULD FAIL TO DEAL WITH COMMUNICATING THE CLIMATE CHANGE ISSUE WELL:

1. SCIENCE HAS NO SYSTEM OF COMMUNICATING WITH THE PUBLIC.
2. SCIENCE HAS NO SPOKESPEOPLE FOR SPECIFIC ISSUES.
3. SCIENCE GETS RESEARCH FUNDING BY HIGHLIGHTING PROBLEMS.
4. SCIENCE DOES NOT WORK WITH OTHER DISCIPLINES REGARDING THE BEST WAY TO COMMUNICATE WITH THE PUBLIC

THIS IS WHY THIS CONFERENCE IS SO IMPORTANT.