

KEYNOTE ADDRESS 3

THE POLITICS AND PROCESSES OF SOCIAL CHANGE

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Social change is a constant. Some is good, some awful. This presentation examines how we can assist in moulding positive social change to ensure that, as a nation, we invest in the wellbeing of our children. It fundamentally comes down to what we value as nation. What we value is not immutable - it can change – but to do so requires promoting and aligning pro-children values of political leaders, the media, bureaucrats, the NGOs, the community and other powerful players. It means that we, as a community, are prepared to pay for the public funding of our education, health, sporting, cultural and welfare services that are so important to ensure our children's health and happiness.

This presentation examines some of our successful experiences in positive social changes such as tobacco control, drink driving, road trauma, and AIDS, which have required determined, progressive, sustained and comprehensive approaches. This means constant advocacy, based on excellent data, at every stage to help shape the fascinating interplay between community (and voter) opinion, media perspectives and opinions and political, bureaucratic and civil action.