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# Ecoso Exchange Newsletter

Crow Collection Association Incorp.  
Ecological, Social and Political Discourse

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This issue of Ecoso :-

- page 1. The Information Superhighway (feature article based on material from Media Information Australia)
4. News About Information Networking
  - WWW - Universities and World Networks
  - IELEI - Councils and World Networks
  - Vicnet - RMIT and the State Library
  - Federal Government Policy Statement (quote)
6. A Peace Message of Hope from Michael Hamel Green
6. News from the Crow Collection :-
  - Annual Meeting,
  - Discussion on Information Networks (CD ROM)
  - Congratulations to Julie and Yoland
7. Human Services and the 1990s - 3 Challenges :-
  - i. To Educators,
  - ii. to Research Students and
  - iii. to Community Organisations.
9. Bits and Pieces :- Urban Camp. Queenscliff Beach.
10. Some Recent Books.
11. About Ecoso and the Crow Collection

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## The Information Superhighway

*The dominant views of an 'information superhighway' have been constructed such that fundamental issues of access and equity for many residential consumers \* of telecommunications and emerging technologies are being left somewhere on the roadside. Further, the life experiences, needs and aspirations of socially marginalised people are not to the fore in the conceptualisation of information.*

The above quote is from an article called Reflections from the Roadside by Gerard Goggin and Christopher Newell\*\* which was published in MEDIA INFORMATION AUSTRALIA (MIA)\*\*\*, November 1994.

The authors warn :-

*If residential consumers (of information) are not to be left by the roadside, condemned to a dirt track, or given selected highway services for which they do not have the most need or interest, then a dynamic notion of universal service in terms of geographic availability, accessibility, affordability, technical standards and social participation will be necessary.*

These five components of a dynamic universal service are spelt out in some detail in the article. It is pointed out that the

current Federal Government policy on telecommunications only safeguards the first of these (geographic availability). The authors by using the metaphor of a "superhighway" draw attention to the way our urban highways have shaped our cities favouring those who have access to privatised transport through car ownership. Similarly, current policies on information technology tend to result in people who are information rich and others who are information poor.

The main issue is to seek how to establish an information infrastructure which is morally and legally accountable to the general public as opposed to providing infrastructure directed at improving shareholders profits. To help popularise research which is directed at reversing current trends Ecoso has asked permission from Gerard Goggin and Christopher Newell and the editor of MIA to republish large quotes from their MIA article. So here are some thought provoking quotes :-

#### LEFT BY THE ROADSIDE

*They (information superhighways) are controlled by the state, corporate and international business interests.... 'information' is not given, but is essentially socially constructed.*

The authors give as example some facts about the American Standard Code for Information Interchange (ASCII) \*\*\*\* :-

*A globalisation of an American character code which suits dominant corporate interests and exerts pressure for other protocols to conform....*

*The information conceptualised is overwhelmingly in terms of narrow economic imperatives, rather than broader social needs which are not seen to attract markets or provide substantial return for investment....*

*the shaping of the information superhighway has been in accordance with social and corporate forces which do not necessarily have the interests of the marginalised residential consumers to the fore. (The authors justify this major issue by providing information about the current Australian Government's appointments to boards of inquiry and management committee on telecommunication.).*

#### WHO IS CONSTRUCTING THE INFORMATION SUPERHIGHWAYS ?

*In Australia, the state and the corporations, and to a lesser extent, unions and public interest groups are already active in constructing images of 'information superhighways'.*

The authors deal with emerging problems in regard to participation by 'consumers' when profitability is the keystone to the construction of an information superhighway:-

*It should also be remembered that such a marketing approach has shaped policy stances in the USA gay community, and more recently in Australia, whereby some sections have encouraged the construction of themselves as significant consumers. Yet this marginalises other gays and lesbians, such as those spending money in AIDS related expenses who are less significant in economic terms as consumers. (the authors refer to two reports; Gluckman and Reed 1993, and Jones 1994).*

## PAID AND UNPAID WORK PRACTICES

*Another important consideration with regard to information superhighways is the redefinition of 'paid' and 'unpaid' work practices such as telecommuting. This may lead to an integration of the spheres of consumption and production in an 'autonomous' sector of production and consumption*

*In the light of such developments, reshaping communication policy with significant residential consumers can become more important. On the other hand, segmentation of residential consumers into profitable and non-profitable segments may tend to obviate such advantage.*

*In Australian government planning to date, fundamental concepts of access and equity for all residential consumers are certainly being left by the roadside. One key site of government activity in relation to information services and the superhighways is the Broad Services Expert Group (BSEG) established to 'inquire into issues relating to the delivery of broad band services to homes, schools and businesses' The membership is held to include 12 people from 'diverse backgrounds'. Yet such diversity is evidently in the eye of the beholder, as only one member is a women and there is no representative of public interest groups.*

## UNRIVALLED POWER OF NOTIONS OF MARKET

*Another major government initiative is that of the Bureau of Transport and Communications Economics (BTCE). The focus of the project still reflects the dominant view of the information superhighway in which notions of market have unrivalled power*

*A great deal of work is needed if governments and providers are to understand and address the needs and aspirations of the diversity of residential consumers. Certainly the traditional frameworks of neo-classical economics deployed by BTCE and others have difficulty in accommodating the social and political shaping of narrowly conceptualised markets (two recent reassessments of neo-classical economic approaches are Flew 1993; Rees, Rodley and Stillwell 1993). There are signs that this may be changing, for instance, in 1993, the Director of BTCE apologised for the predominance of economists present.*

The MIA article emphasises 'particular concern' about the shortcomings of the market based approach, warning that in 1994 the Minister for Communications and the Arts, Michael Lee, stated :-

*an essential premise in approaching this review is that the regime which is in place after 1997 will be more competitive and liberal than is currently the case.... underpinning this approach is the strong preference that the government's role should be minimal to protect consumers and facilitate the development of sustainable competition.*

And here is the concluding paragraph of the MIA article :-

*The global nature of superhighways and the hegemony of international markets and transnational interests raises issues for many Australians. It is not just the interest of ordinary and marginalised residential consumers which are at stake. Indeed Australia faces a challenge to organise a social fabric and the provision of public goods so as a superhighway will be to the benefit of Australians rather than predominantly transnational interests, and of all Australian residential and business consumers.*

**ENDNOTES** (Quotes from the MIA)

\* **RESIDENTIAL CONSUMERS** :-: "The term is hardly problematic, especially given the changing nature of the technological system under discussion. Further, the distinction between work carried out in places of business and consumers at home (residential consumers) will become more blurred. The term, 'residential consumers' is retained, however, because of the importance of recognising distinct issues for consumers who lack the influence and control of corporate and business use, yet identify needs and aspirations which are not found in the dominant discourses of communications and information technologies.

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Christopher Newell is a lecturer in the Department of Community Health and General Practice, University of Tasmania, GPO Box 252C Hobart, Tas 7001; phone (002)357 732; Fax (002)357 730; Email: newell@postoffice.utas.edu.au.

\*\*\* **MEDIA INFORMATION AUSTRALIA (MIA)** is a journal of the Australian and New Zealand Communication Association. It is published by the Australian Film, Television and Radio School cnr Balaclava and Epping Rds, North Ryde, NSW (PO Box 126 North Ryde NSW 2113; Subscription for year \$50, single issue \$15 plus \$3 postage. MIA was originally founded by the late Prof Henry Mayer.

\*\*\*\* **THE AMERICAN STANDARD CODE FOR INFORMATION INTERCHANGE (ASCII)** The authors refer to a code for people with disabilities such as deafness.

## News About Information Superhighway

### UNIVERSITY LINKS WITH INTERNATIONAL NETWORKS - WWW AND VUTit.

In November 1994 the **VICTORIA UNIVERSITY OF TECHNOLOGY (VUT)** Information Technology and Services Department published its **Position Statement on World Wide Web (WWW)**. Here are a few quotes :-

*The World Wide Web (WWW) is a network of service which allow access to a multimedia document by simply selecting a highlighted keyword on the computer screen no matter where the document is located anywhere in the world. A document retrieved in this way may be a text, picture, audio recording or even a movie. ... The references may also be bound to other more traditional network services like mail, ftp, network news, telnet, wais.. Especially in the University environment WWW service may become together with electronic mail and bulletin board, the base information system facilitating flow of information between university academics, students and the world. More Information is available from (VUTit), 03.365 2777.*

### LOCAL GOVERNMENT'S LINKS WITH INTERNATIONAL NETWORKS

Here are some quotes from an article by Shane Scanlan in the December, 1994, **Australian Municipal Journal** which has the title of **Navigating for Councils on the Information Superhighway**.

*It should not be too hard for councils to see potential to expand their services to residents using a computer at home. After all expansion of this type is largely a question of technology - a matter of computers and the like configured in the right way.*

*Whatever the councils decide to do, they should not lose sight of the bottom line. Information for information's sake will result in information overload.....one proverb which will survive the transition is "garbage in, garbage out."*

This article gives some detailed information on the **Whitehorse Electronic Village** which is being created by the Box Hill - Doncaster Regional Library Service and on **CouncilNet** which has been operating over the past two years by the Melbourne-based **Municipal Conservation Association**. For example :-

*The MCA (Municipal Conservation Association) has negotiated the right to host an international network on behalf of the International Council on Local Government Initiatives (ICLEI) and it becomes clear that the dream is actually happening. (To contact the MCA phone 654.1322.)*

#### **HIGHWAYS OF THE MIND... FEDERAL GOVERNMENT STATEMENT**

*The (Federal) Government will work with the States to form local access points to enable Australians to participate fully in open learning opportunities, government services, small-business supports, electronic communications, community networks and other opportunities for personal development. In particular, the 1,400 public library service points throughout Australia provide major opportunity for linking to networked searches such as those available through Internet. The Government will work with the States to deliver an effective program of community access, (Quote from Commonwealth Cultural Policy, "Creative Nation".)*

The above quote is featured in **Vicnet**, Newsletter No 3, in an article by **Gay Sussex**. Gay reports on a recently held seminar which featured **Richard Naylor** a consultant in information technology Department of Wellington City Council:-

*Those who didn't get to this ground breaking seminar may be interested that there are plans to bring Richard Naylor back sometime in 1995. ... According to Richard Naylor ..Just as a Council constructs support highways on the ground for use by its citizens it also develops 'highways of the mind'*

**Vicnet** is a co-operative project of the State Library of Victoria and RMIT. It operates primarily to meet the goals of the information industry. (More information from 03. 669 9710)

#### **THE 'INFORMATION RICH' AND THE 'INFORMATION POOR'**

*Luddites in the Late Twentieth Century* is the challenging title chosen by **Ross Fitzgerald** for an article in *Overland*, Number 136, Spring 1994.. Here is a quote :-

*In 1944, with a vast underclass of more or less permanently unemployed, and with many more people including typists and secretarial staff and those in the so-called service industries who will soon lose their jobs, the crucial issue is disempowerment. In this country there is an especially deep sense of dispossession among our young, many of whom will never be employed. Moreover there is an ever-widening gulf between the numerically small, increasingly wealthy, elite group which is in control of capital and thus technology, and the large mass of "have nots" who include those precariously employed, under-employed and not employed at all. It is all very well for corporate managers and transnational executives to boast about the tide of*

*technological progress. But what about its human and social costs, especially for the dispossessed? In the world of space and time, there truly is nothing for nothing and sometimes the bill does not come in straight away. Thus the truth of the old adage "Take what you want from the universe, but pay.",*

*Real harm is not just financial. It occurs in those areas of personal experiences and relationships - in the workplace, at so-called leisure centres and at home - that can never be rendered quantifiable. (More information from 03. 380 2586)*

## **A Message of Hope for Peace**

**Conference on Arms Control**

*On-going dialogue is the only way to sustain a global reduction of weapons of mass destruction*

Associate Professor Hamel Green is one of the key organisers of a major international conference on the United Nations to be held at Latrobe University in July next year.

Michael Hamel-Green is Associate Professor in Social and Cultural Studies at the Victoria University of Technology and a Committee Member of the Crow Collection Association. He warns that the rapid advance in nuclear technology has made the role of the arms control advocate critical as we approach the 21st century,

Nevertheless, he has a message of hope :-

*We only have to look at recent developments in Latin America and decisions by Brazil and Argentina to join nuclear-free zones, to see that denuclearisation initiatives do bring results. Each of these countries recognised that there were more advantages to a mutual agreement on denuclearisation than an arms build-up. They are now party to international safeguards on their respective nuclear plants and undertake joint inspection of each others facilities. (More information from 03.365.2139)*

## **News from the Crow Collection**

### **ANNUAL MEETING - DISCUSSION ON INFORMATION SUPERHIGHWAY**

The Annual Meeting of the Crow Collection Association will be held on Wednesday, April 5th, 5.30 pm. at the Footscay Campus of the Victoria University of Technology Library. This will be followed by light refreshments at 6.30 pm.

A discussion on Libraries and the Information Superhighway will begin at 7.30 pm. Sue Jennison, Subject Liaison Librarian (Arts) at the Victoria University of Technology, Footscray Campus, will demonstrate some of the latest library information technologies.

This issue of Ecoso features articles on the Information Superhighway and indicates some sources for further reading.

Copies of the 1994 Annual Report and Balance Sheet are now available by phoning 03 380 1876 or FAXing 03 688 4324



## CONGRATULATIONS TO JULIE AND YOLAND

Congratulations to committee member *Julie Statkus*. Julie works for Day Links in Port Melbourne which recently received A *Community Development in Health Award, for innovative excellence in primary health care in the category of community participation*. Julie points out that their submission challenged popular assumptions about health services, popularising the value of local community networks. Also, during 1994, Julie completed her B.A. in Social Work and Community Development.

Congratulations to *Yoland Wadsworth* who has been awarded a Churchill Scholarship. Yoland will be going to America to further her studies on "do-it-yourself" social research. Yoland was also one of the "Goddesses" sculptured by Ruth Lyons. The "Goddesses" exhibition was on display at several city venues in 1994. Watch out for future opportunities to see these busts of several dozen women who have been in the forefront of social change during the 1980s and 1990s

<p>The recent death of David Swifte has saddened his many friends. He was one of the team of young people who did so much to establish community newspapers in the late 1970s. He will be greatly missed by his many friends of all ages.</p>
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## Human services in the 1990s

### Three Ways of Challenging Privatisation.

#### 1. AUSTRALIAN WELFARE : A CHALLENGE FOR EDUCATORS

Lois Bryson, Professor of Sociology and Anthropology at the University of Newcastle calls on educators to give more attention to political economy in order to equip graduates to challenge the changing social welfare environment.

*What is clear is that Australians are facing a diminishing welfare state. Equally important is the fact that its form has significantly changed and market principles are increasingly shaping policy and welfare practice. Even where the state retains a role there is a stronger emphasis on rationalising services and an insertion into public administration of principles previously associated mainly with the private or market sector... The educator's role of understanding, and promoting understanding is rendered more difficult, and simultaneously more urgent, by the speed and extent of the change.*

*The current trends, taken together, amount to nothing less than a fundamental restructuring of the form of Australian Welfare State. Because the welfare state is the context in which social work and welfare are practised these changes are of special salience for practitioners and particularly for their educator. Unless students develop the appropriate skills and critical approach to the welfare state which will allow active participation in debates, then the practitioners of the future are likely to act as bearers of an increasingly conservative agenda. (Quotes from an article by Lois Bryson, Australian Social Work, Dec. 1994, Vol 467, No 4)*

#### 2. POLITICS OF LOCAL SERVICES...A CHALLENGE TO RESEARCH STUDENTS

Lesley Hoatson was the keynote speaker at a seminar on Western Region Community and Student Research. Here are some quotes :-

*I want to encourage you to research the issues that grab your attention in*



*your work places, and to do so in a strategic way. I am using a broad definition of Research. I am referring to all the ways we gather data in order to draw conclusions about what we observe. This can include, working with local people to do research for a social action campaign, gathering data to review a policy, evaluating how a program is going, or identifying the needs of a new community..... It is important to feel free to use either qualitative or quantitative approaches or even both methods to explore your hunches, worries, questions you are faced with in your work.*

Lesley explored ten strategies and gave this reminder :-

*We need to keep in mind that research is political.....You may well, say how can we afford to take up this challenge of practice research. In a period when resources are tight it is hard to find the time or money to allocate to research. Yet this is the very time when it is important to do so. ....it is essential to see research as having a crucial role in maximising good practise.... it is a way of moving us from being passive observers of changes to human services and resources, to active participants in attempting to monitor what are the implications of these changes, what are the good things that come from them and what are the things we should be concerned about. (More information from Lesley Hoatson, Melton Campus VUT, phone 03 747 7578).*

### **3. "MARKET" WORDS AND HEALTH SERVICES ... A CHALLENGE TO THE COMMUNITY ORGANISATIONS**

There is increasing concern about assessing everything in economic terms rather than increasing the power of users. Here is a quote from an article by Carolyn Purdue which was published in *Health Voice*, March 1994. (For information, Box 57, Northcote, 3070).

*I suggest that we do not purchase health services in the same way as we buy our groceries, nor do we use health services purchased in the same way. When you purchase food and drink, I suggest you know what you want/need. When you go to a doctor, however, you do not necessarily know whether you want/need an anti-biotic, referral to a specialist, tests, etc. You may also not be aware that you 'bought' the wrong or inadequate service at the time of purchase. Furthermore the health system is so structured that General Practitioners are the 'gatekeepers'. That is your choice of hospital or other health service is limited by your initial choice of GP.*

*Moreover it is inappropriate to increasingly equate everything we do in market place terms. Health services provision is a necessity, which should assist everyone to make the most of their lives regardless of who they are, or what they do. Maybe there is a more appropriate word to reflect the continual involvement and increase in power of users of health services,*

*Or maybe there is a more appropriate definition to an existing word. The word 'consumer' has had increasing acceptance in a number of areas since the mid 1970s. It now implies individual power and choice. More importantly, I believe, in some current use it is not associated with wastefulness, but with wise and careful use of resources. What we need is an appropriate addition to the definitions of both 'consume' and 'consumer'. I suggest the following ...To consume :- To take up and utilise the services of others. Consumer He/she who accepts or utilises the services of others,*

Another contribution on "market words" was distributed at the Western Region Community and Student Research Seminar which

listed recent additions to 'social-welfare-speak'. This compared words of the 1990s such as :- *outcomes, restraint, restructuring, compulsory competitive tendering, unit costing*, with words popular in the 1970s such as *.social justice, empowerment, co-operation, participation*. (For information on Western Region Seminar see article, above, on A Challenge to Resaerch). Students)

## Bits and Pieces

### DISASTROUS DAMAGE TO QUEENSLIFF COASTLINE

Barry Pullen, Victorian Shadow Minister for the Environment claims that the damage to the Queenscliff coastline could have been avoided if the Kennett Government had carried out proper environmental studies before enlarging the ferry terminal.

*The Government has allowed the ferry terminal to thrust out into the bay without obtaining adequate understanding of the impact it would have on tidal currents and sand flow....Disastrous long term damage is occuring and expensive beach protection is required. The final costs will be millions of dollars.* (Extract from a press release, available from Barry Pullen, MLC, 115 Brunswick Street, Fitzroy 3065. Phone 03.419 6593)

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**THE URBAN CAMP - LINKS BETWEEN THE COUNTRY AND THE CITY**

Tucked away behind the Zoo is the Urban Camp. The "camp" has been operating for the last ten years as a place for children from rural areas and outer suburbs to use as their base from which they can visit the Botanic Gardens, the wharves, the Zoo, the Museum, the Gallery, Parliament House, in other words to learn about the centre of our metropolis.

It was started by community organisations in Kensington as one way of providing employment. An old army hut was converted to suitable accommodation for about 40 students. The camp offers unique social, cultural and educational benefits. It is surrounded by parklands and yet within an easy stroll of several tram routes, it is close to numerous venues which provide total city living experience, moreover, its committee of management works closely with local community organisations and thus can help link city and country schools.

The Camp is seeking funds to maintain its service and is seeking support from community organisations and individuals. (For more information, Kerry O'Neil, PO Box 51 Parkville 3052, or phone 03 328 2818)

**SUPPORT THE CROW COLLECTION .. subscribe to this newsletter.  
Please send \$10 (or more if possible) to:-**

**Crow Collection Association,  
C/o Sheila Byard, Dept. of Urban and Social Policy,  
Victoria University of Technology  
Box 14428 MMC, Melbourne 3000  
Phone (03) 688. 4754, FAX (03) 688. 4324.**

**Please invite your friends to the AGM, on April 5<sup>th</sup>**

## Three Recently Published Books

**COMMUNISM IN AUSTRALIA - A RESOURCE BIBLIOGRAPHY** has been compiled by Beverly Symons with Andrew Wells and Stuart McIntyre, published by the National Library of Australia, 1994. It was originally developed as a research tool for writing the history of Australian Communism and its design reflects the fact that its categories and contents are arranged with historical research as its organising principle. It is thus possible to approach this bibliography to find material; on select themes, topics or periods or to attempt comprehensive historical investigations. (ISBN 0 642 10625 8.).

**AGEING IS NEGOTIABLE - A PROSPECTIVE FOR VITAL LIVING IN THE THIRD AGE** by Terance Seedsman Ph.D. is now available from PO Box 275 St Kilda Vic, 3182, phone (03)525 3384, Fax (03) 534 3998 at the cost of \$19.95. The text offers a realistic and challenging approach to the usual thinking about old age. It has been written for students of gerontology, for example each chapter is followed by a reference listing. However, it will appeal to many others as its overriding concept is that there can be vital living during the third age.

**HOUSING AND THE CHURCH - A VISION AND A CHALLENGE.** Renate Howe's speech at the 1994 F.Oswald Barnett Oration is now available as a 28 page pamphlet IBNS 0 85821 134 3, published by Ecumenical Housing Incorp. 6th floor, 20 Queens Street, Melbourne 3000. Prof. Howe described Os Barnett as a man *who played such a vital role in bringing together the coalition for housing reform in the 1930s.* She drew a parallel between then and now, pointing out that today there is a renewal of interest in developing a partnership between the state and the churches around Federally funded community housing.

## Two Books from the Early 1980s

These two books are very relevant today.

**OPEN CUT - THE WORKING CLASS IN AN AUSTRALIAN MINING TOWN,** by Claire Williams is based on a 1980 thesis which won the 1980 Jean Martin Award for social theory and research. Although it was written more than ten years ago it is, today, a remarkably useful study of the work and family relationships among the working class in an isolated industrial town. It was published by George Allen and Unwin and its IBNS is 0 86861 299 5.

**LOCAL GOVERNMENT AND COMMUNITY SERVICES - A STUDY IN SOCIAL PLANNING,** by Jenny Wills et al was published in 1985. It is still a very useful handbook for the mid 1990s as it examines the historical development of local government human services in Victoria, arguing that Local Government has a primary role in their planning, co-ordination and provision. It gives a detailed account of welfare practices in the inner municipality of Fitzroy from 1974 to 1984, emphasising the application of a progressive planning approach which was then being pioneered. It was published by Hard Press Publications, ISBN 0 9589537 0 8.

(Next Ecoso will include articles on Local Government issues in the 1990s)



# A life devoted to peace

● CONTINUING our occasional series on survivors of the great Labor split of 1955...

## by CHRIS EVANS

GWEN Goedecke's family has called Footscray home since they first arrived here around 1880.

She is a peace movement activist, a former Communist and Labor Party member and Sunshine councillor. The 1955 Labor split is etched deeply in her memory.

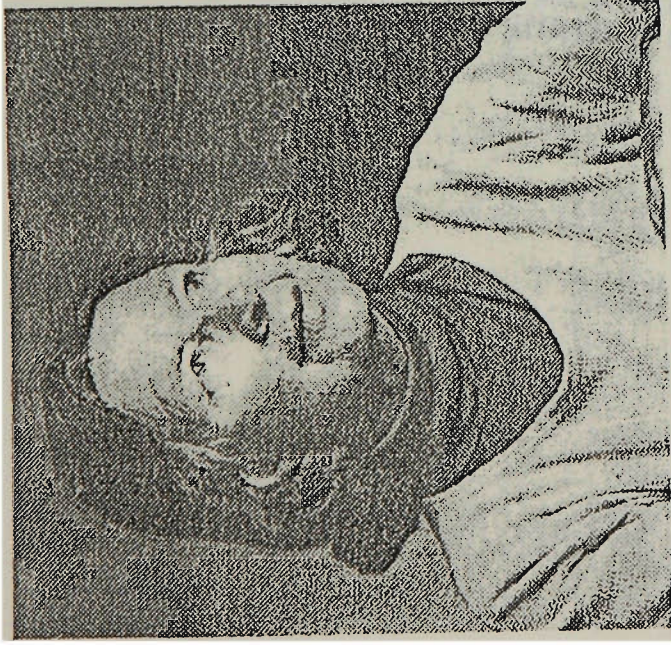
From an Irish Roman Catholic background, her family originally attended St Monica's Church in Wingfield St, before joining St Augustine's, Yarraville, after it opened at the turn of the century.

At the time of the Labor split, Ms Goedecke's parents were strong supporters of the ALP and the trade union movement. But they were never supporters of Bob Santamaria and never joined the ranks of the Catholic-dominated DLP, although they continued to attend mass.

By the early 1950s, Ms Goedecke had temporarily moved to Rosanna, where she joined the Heidleberg branch of the Peace Movement at the height of the cold war.

"As a sensitive young woman, I had seen the social damage of the second world war. Children lost their fathers, refugees migrated to Australia without members of their families — lost in the chaos of the war — and young boys were reared on the glory of violence," she said.

"By the 1950s, people had taken enough punishment and escalating power-



MS GWEN Goedecke.

ty and improve the lot of third world countries.

This was also 12 years after the detonation of two atomic bombs over Japan by the United States.

Coinciding with worldwide horror over those bombings, Ms Goedecke and Vay Hardy (nee Hume, also from Footscray), organised a mass meeting at Footscray's Federal Hall, to hear from Japanese disarmament activist Mrs Hatsui Nonynea.

A victim of the American atomic bombings of Japan, Mrs Nonynea spoke to hundreds of people from all over Melbourne. Ms Goedecke said: "I was just interested in developing the public's awareness of the problems they were likely to face in the post-war period.

"The conflicting ideas of the 1950s did cause bitter-

## THE SPLIT



ness to develop within some families, divided by the issues of the time, such as the idea that Communism posed a threat to the freedom of the world, which was the line of US Senator, Joe McCarthy.

"But 30 years have passed since the heady days of 1955 and attitudes have changed.

"The 'Evil Empire' is now seen by people of nearly all political and religious persuasions as being any one — or all — of the following: the nuclear arms race; the destruction of the ozone layer; air, soil and water pollution; mass extinction of plant and animal species; loss of world forests; desperate poverty and starvation in the third world."

Ms Goedecke quit the Communist Party in 1964 and shifted from Footscray to Sunshine in 1972, when she also went to work for Dr Jim Cairns, federal Member for Labor and Deputy Prime Minister to Gough Whitlam.

She joined the party herself, in 1974. Ten years later, in 1984, she was elected to the Sunshine Council with ALP endorsement.

She quit the party in 1987, after her endorse-

## PERSONALITIES



ment was retracted and she was defeated at the elections by Cr Sue Lockwood.

Today, Ms Goedecke is semi-retired and studying for a Bachelor of Arts degree at the Footscray Institute of Technology.

Since this article was published Gwen has completed her BA in Urban Studies, with distinction.

Twenty years ago, during the first International Women's Year, Gwen initiated an organisation to hold an International Women's Celebration in Sunshine. This resulted in a permanent group known as the Sunshine International Women's Committee. This year, in May, they will be holding their 20th celebration.

Gwen represents the Union of Australian Women on the National Council of Women. For the past year she has been very much involved in helping to plan for the United Nation's International Conference of Women which will be held in Beijing (China), later this year.

## Ecoso Exchange Guidelines

Adopted 1973

1. Ecoso has a value judgement in favour of regeneration and promotion of community participation meaning that it is humanising and enriching for people to relate to each other through one form or another of voluntary participatory activity both on the job and off the job, exercising a measure of control over such activities.

2. A consequent recognition of the necessity for change in life-style and behaviour patterns to one that sees the quality of life as an alternative to consumerism, understood as mass production and consumption of wasteful and unsatisfactory goods and services based on compulsion and manipulation.

3. Accordingly a policy of restricting the use of energy and non-renewable resources per head and hence a planned design of community including size of population, where people can relate to each other and to nature in order to reduce wasteful goods and services and at the same time guaranteeing an adequate minimum subsistence for all, using modern technology to this end.

4. The recognition that such objectives cannot be achieved either on the basis of practical, linear, one-level ecological remedies or with authoritarian and manipulative control of affairs and requires participatory effort to achieve global equilibrium.

(Subscription to Ecoso Newsletter \$10 for 6 issues. Ecoso was first published from 1967 to 1980. It was revived in 1988. The Crow Collection Association was formed in 1990. It has adopted Ecoso as its newsletter. More information about the Crow Collection and Ecoso from the address below.)



Crow Collection Association (Incorp.)  
A Living Library to Plan for the 21st Century

C/Hon Sec., Sheila Byard, Dept. of Urban and Social Policy,  
Victoria University of Technology, Box 14428 MHC  
Melbourne 3000. Phone 03.688.4754. Fax 03.688.4324.