

Professor Peter Newman  
Director, Sustainability Policy Unit  
Policy office  
Department of the Premier and Cabinet

Dear Professor Newman

I had a meeting with you and left material which I hope you can regard under the heading of SUBMISSION. Especially my article "New Tools, New Invention". Any submission of mine would come under the heading of artists and culture.

Please now regard this letter to you as also being a SUBMISSION.

Some time has passed since our meeting where I explained how the process of Creativity could contribute to the concept of Sustainability. I explained how creativity depended on the co-operative line up of preferences and how the Myer Briggs Type Indicator based on the Type Theories of Carl Jung (1875 – 1961) could provide a focus for explaining how all this could happen.

For the sake of argument, if we assign the following parameters to the human condition, namely the physical, mental, social and spiritual we can ask for a similar line up as we ask of psychological preferences, in this case to make sustainability viable. In order for this viability to operate I have argued that the concept of sustainability be willingly accepted at the grass roots level.

There is a dilemma here because the accepted and conventional way to deal with sustainability is to promote firstly the physical and mental and lastly the social and spiritual.

I argue for the other way around.

I would start with the spiritual then the social then the mental and place the physical last. Unless this is done I would argue that sustainability will founder.

At our meeting you did toy with the idea of a workshop. Has this idea developed? I have several ideas, exciting ideas, in relation to this.

I am always prepared to talk on the subject of Creativity and have enclosed a Resume which may be of interest.

Sincerely

John Baldock

20/03/2002

## RESUME OF TALK BY JOHN BALDOCK

People say it is good to be themselves and to create with both facility and enjoyment. At Alpha Studios we say this is best done by the use of Preferences which are innate dispositions to become energised, collect data, make decisions and birth a product into the world. There can be no creativity without product and product can be a masterpiece painting, a world best mousetrap, a fully integrated personality, or anything else of use. Preferences are better realised through the framework of psychology so long as their individual nature is respected. Preferences are never imposed but brought to awareness through self selection. There is no harm though in being guided by psychological theory. At Alpha studios this theory is provided by the Myer Briggs Type Indicator (MBTI), which is based on Type Theories of Carl Jung (1875 – 1961).

Creativity is not an all or nothing proposition but can be employed by degrees from an almost total lack of awareness to a fully integrated and fully realised individual. Creativity is always associated with material substance be it paint and clay or heat and light, sound, or any other manifestation so long as an imaginative human subject is involved.

Creativity is always associated with high energy levels so any tendency to depression slows and nullifies the process. It is now common knowledge that depression is endemic in Western Society and the fabric of civilisation is worn and threadbare. To be able to energise each and every individual into participating in the process of creativity, even by one or two degrees, may halt the current slide into endemic depression. Further, products may be birthed which contribute to a better world, i.e. Sustainability. Remember that creativity is a birthright of each and every individual. You may care to view the website of Alpha Studios, [www.alphastudios.com.au](http://www.alphastudios.com.au) or email [john@alphastudios.com.au](mailto:john@alphastudios.com.au).

Professor Newman,

In relation to a workshop I would first give a talk then proceed to manipulate materials into a visual expression about Sustainability. The topics for small groups would be Earth, Air Fire and Water. I would aim for no less than a Paradigm shift among participants.