Cultural protection needs fuel, but it can be a solar panel. Some may think cultural protection only cost money. However, using commercial branding knowledge and distribution channel establishment skills, a good/service by a cultural group (e.g. an aboriginal group), can be branded, marketed, and consequently generate cash inflows that can be used in promoting the culture. The cultural heritage that is encoded in the branded goods/service can also be appreciated throughout the distribution process. Brand Cultural Heritage, is to encode cultural heritages into goods and services provided by the peoples, using market mechanisms and business management skills, to sustainably generate the oxygen for cultural protection, i.e. cash inflows.

Australia should do this. As a major state party in the United Nations, Australia should be responsible in the protection of the cultural diversity in the Asia-Pacific Regions, and around the world. As an endorser to the UNESCO’s The Convention concerning the Protection of World Cultural and Natural Heritage (1972), and the Convention on the Protection and Promotion of the Diversity of Cultural Expressions (2005), effective actions should be take place in promoting the cultural diversity inside and outside Australia.

Australia should have a voice in the international law making. There are many different aspects of cultural heritages promoted by different developed countries, US, Japan, etc. Is Australia in the list? Should Australia be a pioneer in promoting a scientific model in cultural development? I hope to convince the audience that the answer is absolutely yes. Finally, I believe that ANU and the Australian Government have the strategic responsibility in promoting the World Brand Cultural Heritage, as a means to advance the Australian fair.