

# Media Release



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## Alfred Deakin's Brave New World Thirty of the best minds tackling the climate challenge today

Curated by former Australian of the Year **Professor Tim Flannery**, the **2010 Alfred Deakin Lecture Series, from June 6 to 12**, brings together the best of the best actively working in policy, business, finance and technology to create a brave, new, low-emissions world.

Announcing the programme, Tim Flannery said: *"The Deakins this year are full of people who have actually changed things, in their businesses, their societies and their political parties, rather than those who merely talk of change."*

First held in 2001, the Alfred Deakin Lecture Series is named in honour of Australia's second prime minister. The Deakins are Australia's premier lecture series; a celebration of big ideas and brilliant minds, bringing renowned thinkers and innovators to Victoria from throughout Australia and around the world. The series is an initiative of the Victorian Government and delivered in 2010 by the Wheeler Centre for Books, Writing and Ideas.

Innovation Minister Gavin Jennings commended the programme and said that the series would bring together some of today's most eminent thinkers to challenge and inspire us in tackling climate change.

*"The Victorian Government has a strong track record in taking action on climate change and I'm confident that this lecture series will help us to harness our potential, and direct it to what is perhaps the greatest challenge of our time,"* Mr Jennings said.

*"We are proud to continue our support of the lecture series as part of our commitment to fostering and celebrating innovative ideas. This year's programme will provide Victorians with opportunities to explore the big ideas and issues shaping our future with brilliant thinkers from around the globe."*

This year's lectures will be the most concentrated dissection of the climate challenge presented in our country in recent times. There will be ten key areas of investigation lead off by a keynote address:

- Sunday 6 June, Opening Keynote Address by Tim Flannery
- Monday 7 June, Future Energy Solutions
- Tuesday 8 June, afternoon, Emissions Trading
- Tuesday 8 June, evening, Greening Capitalism
- Wednesday 9 June, afternoon, Carbon Down on the Farm
- Wednesday 9 June, evening, Prosperity Without Growth
- Thursday 10 June, evening, The Developing World
- Friday 11 June, evening, The Ethics of Climate Change
- Saturday 12 June, afternoon, Innovating the Cities
- Saturday 12 June, evening, Politics of Climate Change

Each lecture will be followed by a panel discussion of experts in the field, opening up the conversation to peers and the public. All sessions will be moderated by the Deakin Series Strategic Director, **Nick Rowley**, former adviser to Tony Blair, Bob Carr and the strategic director of the Copenhagen Climate Council.

**ALL EVENTS ARE FREE, BOOKINGS STRONGLY RECOMMEND** For bookings and information [wheelercentre.com](http://wheelercentre.com)  
For all Deakin Lecture Series media enquiries contact Peter Bridges 0417 390 180 [bridges@bridgespr.com](mailto:bridges@bridgespr.com)



**The Wheeler Centre**  
A Victorian Government initiative and the centrepiece of Melbourne's designation as a UNESCO City of Literature.