

## Out, and about practical changes

2004 is well underway, and has, it feels, begun optimistically for Australia. The timing seems perfect and opportune for the Nation to take some bigger, bolder, practical strides towards the beginnings of a fundamental framework for sustainable progress as we face having to address inevitable changes in the 21st century.

With an enviably positive economic platform beneath us, giving a period of relative calm, right now there's a chance to take stock and to look positively ahead to the inevitable reform of the way we are living and developing.

Furthermore, the run to the imminent Federal election, and the ascension of the so called 'new generation' in the Opposition, provides our political leaders with a window of opportunity to show their courage and foresight with commitments to first understanding, then addressing, our immediate and future sustainability priorities. That opportunity could swiftly close as politics rolls on.

I doubt there is much question that any such foresight and commitment will win admiration. People feel there are big, urgent issues to tackle, and there's a growing uneasiness around about a looming reconciliation between economic and social pace, and environmental capacity. We need tough decision makers with integrity and a long-term view.

The clever country has the chance to

emerge as a change leader in this burgeoning, sustainability era – and there'll be rich economic rewards ahead in that.

### The *Ecos* Reader Survey

The new cover on this issue reflects our recent changes and new direction, and is taking *Ecos* into 850 newsagents across Australia and New Zealand. We hope you like it.

Thank you to everyone who returned the recent surveys and provided us with invaluable opinion and encouragement on the new *Ecos*. The responses were overwhelmingly positive; 90% of readers are enjoying the editorial and visual changes, which is rewarding.

Most importantly, we received excellent feedback and suggestions, and we have begun to take as many of those specific points on board as we can. A summary of the survey results is on the *Ecos* website at [www.publish.csiro.au/ecos](http://www.publish.csiro.au/ecos). See below for information on the survey draw winner.

You will have noticed that we've also committed to publishing an additional two issues of *Ecos* a year, beginning in July. We feel this will increase the energy and potential of the magazine, allowing it to better cover key issues. Of course the two extra issues will give you more reading.



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The downside, unfortunately, is a revision to the cost of *Ecos*. However, the new prices, the first in two years, and including two more issues, still make *Ecos* economical, value-for-money reading.

**James Porteous**  
Managing Editor

## *Ecos* Reader Survey prize draw

The winner of our \$200 book voucher for returned surveys is Dr John Greenland of Castle Cove, NSW. Congratulations John, thank you for your feedback, and enjoy choosing your titles from the CSIRO Publishing science book catalogue: [www.publish.csiro.au](http://www.publish.csiro.au).



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