

**“PRINCE CHARLES, YOU ARE A GENIUS. PLEASE STAY IN AUSTRALIA”**

Dick Smith says, *“His Royal Highness The Prince of Wales has sometimes been portrayed in our media as an eccentric who talks to his plants; however, the truth is quite the opposite.*

*While our politicians in Australia lack leadership and our business leaders are obsessed with never-ending growth and bigger casinos, His Royal Highness is showing extraordinary leadership in major world issues”, Dick Smith says.*

*His Royal Highness is a brave person with loads of common sense who is prepared to ‘say it how it is’. We all know that perpetual growth in population and the use of energy and resources is not sustainable in a finite world, yet our politicians are not game to tell us the truth” Dick Smith says.*

*“In his recent book, “Harmony – A New Way of Looking at the World” (published in 2011), Prince Charles says:*

*“...there is a need to move towards the kind of economic thinking that promotes quality of life, rather than simply the quantity of consumption”.*

*“Perhaps now really is the moment to change our thinking, so that we can assess not only costs, but quality; ... to measure sustainability as well as GDP and to elevate the emphasis on well-being rather than simply growth”*

*“I am afraid the very big cause of high birthrates remains cultural and this, of course, raises some very difficult moral questions”.*

*“His Royal Highness has obviously thought deeply about these issues for over twenty years and has sensible answers, I believe.*

*I ask His Royal Highness not to return to the U.K. where the important points made in his book are largely ignored by dopey British journalists, but to remain in Australia where His Royal Highness would find at least 80% of Aussies agree with what he is saying and share his vision for the future” Dick Smith says.*

**DICK SMITH WILL BE DISTRIBUTING OVER 500 COPIES OF HIS ROYAL HIGHNESS’ BRILLIANT BOOK, “HARMONY”, FREE TO AUSTRALIAN SCHOOLS AND LIBRARIES**

**[See attachment for other quotes from Prince Charles’ book](#)**

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**IMPORTANT QUOTES FROM HIS ROYAL HIGHNESS THE PRINCE OF WALES' BOOK,  
"HARMONY"**

*(Published by Harper-Collins, 2011)*

**THAT JOURNALISTS WILL NEVER TELL YOU**

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- Page 63 *"I cannot help but conclude that what was once a harmonious relationship between farmer and Nature is fast turning into an industrial process built on the flimsy foundations of exploitation".*
- Page 175 *"Bernays realized that for the doctrine of consumption and unlimited economic growth to be successful, the desire to consume must never be fulfilled, but if people could be persuaded to seek that satisfaction, not only could it be a great engine of economic growth, it would also keep the population becalmed".*
- Page 189 *"Nature feeds us, even though by the time much of our food is packaged and arranged under bright lights in a supermarket it is difficult to appreciate that fact".*
- Page 189 *"...supermarkets have brought us great convenience, but I wonder if at the same time we are losing something rather important, for example a meaningful relationship with our food".*
- Page 216 *"The drift towards obesity did not occur by accident: ...the very wide availability of highly processed, high-fat, high-sugar, high-salt, carbohydrate-rich foods, an avalanche of unhealthy eating that is in part driven by the appetite for fast foods and snacks. Promoted with hundreds of millions of pounds' worth of advertising, these kinds of foods have become completely embedded in our culture".*
- Page 255 *"Changing our approach to economics is a huge task, but it is a vital one and a challenge that I have no doubt we must rise to".*
- Page 259 *"On that snowy day the words of Robert Kennedy came to mind: 'The Gross National Product measures everything except that which makes life worthwhile'.*  
  
*Perhaps, therefore, there is a need to move towards the kind of economic thinking that promotes quality of life, rather than simply the quantity of consumption? GDP growth was an idea of its time, a mid-twentieth-century concept that fitted with the circumstances of the era in which it was conceived, but now the challenges are different, and maybe we need new economic tools to deal with them".*
- Page 270 *"The root problem with our present economic model is pretty straightforward to understand. As it stands, it maintains a country's economic stability by increasing the production and consumption of goods and services. Economists call this 'consumption growth' and only when it is rising do politicians and economists consider an economy to be healthy. They worry when this growth starts to decline. When we have a recession, for instance, their priority is to kick-start growth so that we see a return to spending in stores. As I have already pointed out, this approach excludes the impact such an emphasis has on natural resources and the increases in emissions that compound our present environmental problems. If you take a look at what the fathers of this system had to say about continuous growth you may be surprised. People like John Stuart Mill in the nineteenth century or John Maynard Keynes in the twentieth both foresaw a time would come when endless growth*

would no longer be either necessary or prudent. Mill talked of an economy eventually moving to a 'stationary state of capital and wealth' and Keynes likewise expected a moment to come when we could 'prefer to devote our further energies to non-economic purposes'. In both cases they acknowledged that this could only happen once a certain standard of universal health and welfare has been achieved. This could be said to have been achieved in parts of the Western world though not, as yet, elsewhere.

There is the danger, of course, that if you decide to try to achieve this state too quickly and move to an approach where endless growth is no longer the priority, all sorts of collapses and even disasters can occur. Businesses can go bust, unemployment rockets and people fall into the poverty trap. It may seem to those of a more radical disposition that we should just go all out to establish this new state of things, but that will only lead to the total meltdown of society. Clearly, guiding the engines that drive social and economic well-being has to be done very carefully, so perhaps the first stage might be to start thinking seriously about the sort of economic model we could possibly adopt that produces a sustainable system without all of the crippling fallout".

- Page 275 *"Perhaps now really is the moment to change our thinking, so that we can assess not only costs, but quality; to shift from our obsession with competitiveness and move towards durability and economic resilience; to measure sustainability as well as GDP and to elevate the emphasis on well-being rather than simply growth".*
- Page 281 *"Recent research from the New Economics Foundation found that, once basic needs for food and shelter are secured, our happiness is fulfilled through five factors. One is our connections with other people – friends and family and the people we work with. Another is activity and exercise. Then there is appreciating beautiful surroundings and reflecting on such experiences. Another is continued learning, novelty and meeting new challenges and, finally, we gain well-being from giving and from being a member of a community. As far as I can see, at the moment we need to work all this out for ourselves; it is not necessarily what is taught as any kind of priority in the overall educational experience. If it were, perhaps the process of positive change would not be so slow and difficult".*
- Page 288-289 *"How can they hope to provide adequate healthcare, education, transport, food and shelter to so many? And how can the Earth herself ever hope to sustain us all when the demands on her bounty worldwide are becoming already so intense? At the rate things are going, the answer to all of these questions is that they probably cannot. We cannot make the equation balance, unless we seriously address how we stabilize and even reduce the human population of the world".*
- Page 289-290 *"I am afraid the very big cause of high birthrates remains cultural and this, of course, raises some very difficult moral questions... This is a question that could never have been imagined in the days when the sacred texts of each of the religions were first written down, but the world situation is now so very different that we may be entitled to enquire whether the leaders of those faiths, as well as the world's political leaders, might consider the plight of the Earth, the 'sustainer', upon whom we all depend and the sacredness of all her life. We are all of us 'Sons of the Earth' and perhaps the time has come to ponder what is the responsible thing to do in the present circumstances – to think very carefully how large our families should be?"*
- Page 322 *"The starting point is to see things differently; to shift our perception from the current, dominant world view that fills the spiritual vacuum with yet more material consumption,*

*neglects our responsibilities through the excuse of technology and widens the social cracks with wedges of a selfish individualism...”.*

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*“This all ultimately depends upon how we perceive the world and our place within it. And this will mean somehow replacing our obsession with pursuing unlimited growth and competition with a quest for well-being and cooperation. It will mean shaping our culture so that its aims are rooted in relationship and focused on fulfillment rather than on ever more consumption”.*