



How to Build Cognitive Skills and Brain Health to Compete in the Brain Capital Economy

Professor Selena Bartlett

Our current economy is a "brain economy". For Australia to generate post-COVID economic renewal, reimagination, and long-term economic resilience our country will require people to have high levels of cognitive, emotional, and social skills. Brain health and brain skills are at the epicentre of the brain capital economy.

Due to recent large investments in neuroscience and genomic technologies we have a fundamentally new understanding of how the brain works, and how to promote brain health and build better cognitive skills. In this presentation, I will demonstrate how to leverage the new brain science to compete in the 21st Century global economy.