

How Australia may commemorate the ANZAC CENTENARY



The National Commission on the
Commemoration of the Anzac Centenary

March 2011

ANZAC
CENTENARY

Within this report, the word Anzac has been used in its upper and lower case format, rather than in upper case format (ANZAC). However, it is acknowledged that both forms of the word are acceptable.

Historically, ANZAC was an acronym devised by Major General William Birdwood's staff in Cairo in early 1915. After the landing at Gallipoli, General Birdwood requested that the position held by the Australians and New Zealanders on the peninsula be called 'Anzac' to distinguish it from the British position at Helles. Permission was also sought to name the little bay, where the majority of the corps had come ashore on 25 April 1915, 'Anzac Cove'. The letters now were upper and lower case, indicating that the original acronym had already found a use beyond that of a military code word or corps designation. Not surprisingly, the word was soon applied to the men of the corps, who became 'Anzacs'.

The Anzac Book, which was published in 1916, was written in 1915 by the Anzacs themselves while still at Gallipoli. In their own writings and illustrations the word is frequently spelt as 'Anzac'. By the time Charles Bean wrote his two-volume official history of the Gallipoli campaign in the 1920s, the word Anzac, in upper and lower case, was well established. Indeed, the histories were called *The Story of Anzac*, not ANZAC. In the glossary at the back of Volume II, Bean outlined the various usages of the word during the First World War.

Legislation enacted by state governments and the Commonwealth, including the Protection of Word 'Anzac' Regulations, which were gazetted in 1921, use Anzac as a word with upper and lower case letters. New Zealand and the United Kingdom have passed similar Acts to protect 'Anzac' as a word.

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Letter to the Minister

28 March 2011

The Hon Julia Gillard MP
Prime Minister
Parliament House
CANBERRA ACT 2600

The Hon Warren Snowdon MP
Minister for Veterans' Affairs
Minister for Defence Science and Personnel
Minister for Indigenous Health
Minister Assisting the Prime Minister on the Centenary of Anzac
Parliament House
CANBERRA ACT 2600

Dear Prime Minister and Minister

We are pleased to present *How Australia may commemorate the Anzac Centenary*. This report has been prepared for government consideration by the National Commission on the Commemoration of the Anzac Centenary.

Yours sincerely

A handwritten signature in black ink, appearing to read 'Malcolm Fraser'.

The Rt Hon Malcolm Fraser
PC AC CH

A handwritten signature in black ink, appearing to read 'Bob Hawke'.

The Hon Bob Hawke AC

A handwritten signature in black ink, appearing to read 'Ken Doolan'.

Rear Admiral Ken Doolan
AO RAN (Ret'd)

A handwritten signature in black ink, appearing to read 'Warren Brown'.

Mr Warren Brown

A handwritten signature in black ink, appearing to read 'Matina Jewell'.

Major Matina Jewell (Ret'd)

A handwritten signature in black ink, appearing to read 'Kylie Russell'.

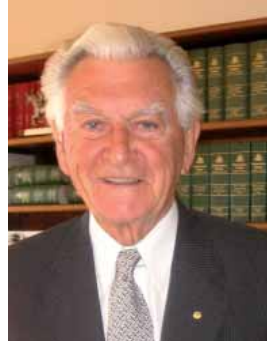
Ms Kylie Russell



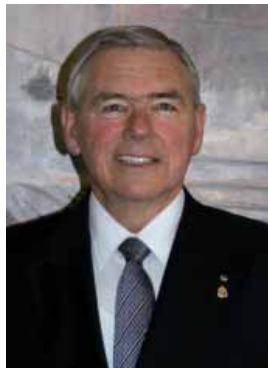
National Commission members



The Rt Hon Malcolm Fraser PC AC CH



The Hon Bob Hawke AC



Rear Admiral Ken Doolan AO RAN (Ret'd)



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Ms Kylie Russell



Commission members at the first meeting of the National Commission on the Commemoration of the Anzac Centenary, 6 July 2010 (Photo courtesy of News Ltd).



Foreword

War has played an undeniable role in shaping Australia. That today we live in a peaceful society is due in no small part to our experience and understanding both of war and of its consequences. Our military history provides us a valuable insight into how we have developed as a nation into the 21st century.

The term 'Anzac' is instantly recognisable in Australia and has come to mean far more than just a military acronym. The Anzac spirit encompasses values that every Australian holds dear and aspires to emulate in their own life: courage, bravery, sacrifice, mateship, loyalty, selflessness and resilience. This spirit has given Australians an ideal to strive for and a history to be proud of, even though it was born out of war, suffering and loss.

For most Australians, the Anzac tradition was formed on the shores of Gallipoli in Turkey, on 25 April 1915. Thousands of young Australians had volunteered and enlisted from every corner of the nation to serve their country, and they quickly became part of a newly raised international force — the Australian and New Zealand Army Corps (ANZAC). The Anzac spirit of 1915 has continued to foster a close bond with New Zealand, and this affection between our countries is evident still today, especially in times of crisis.

The young Anzacs of the First World War ran headlong into the horrors of a war marked by its brutality and indiscriminate violence. Australians had fought in overseas conflicts before: in the Sudan, during the Boxer Rebellion and in the Boer War. However, this was the first practical military experience for Australia as a newly federated nation. It was the first time Western Australians stood alongside those from Tasmania, New South Wales, Queensland, South Australia, Victoria and the Northern Territory — not as representatives of disparate British colonies, but together, as Australians.

The human loss experienced by Australia was devastating. Over the duration of the war, nearly 60,000 young Australians lost their lives in a rapidly escalating, all-consuming and bloody war. With a population of less than five million at the time, a significant number of Australia's youth would never return home, creating a deeply traumatic experience for the emerging Australian nation.

Amidst the loss and the grief, Australians began to learn of the bravery and courage demonstrated by the Diggers, and the amazing stories of sacrifice, leadership and mateship during what later became known as the Gallipoli campaign began to emerge. It was from these inspirational Australian Diggers that the Anzac spirit was born.

The Anzac tradition has undeniably shaped the development of Australia since the First World War, and has a clear lineage running through the subsequent conflicts that Australians have been involved in during the past 100 years. From the Western Front, through to the Second World War, Korea, Malaya, Vietnam, the peacekeeping operations in Solomon Islands, East Timor, the Gulf War, Iraq and Afghanistan — all of these conflicts have carried the Anzac tradition with them and all are crucial markers on the Australian historical timeline.

For a relatively young nation on the world scale, our extraordinary military history over the past hundred years provides a valuable insight into how Australia has shaped its future. The sacrifice of our forebears has ensured that we are able to enjoy living in a safe and peaceful society today.

Anzac Day 2015 will mark 100 years since the first Australian and New Zealand soldiers scrambled onto the beach at Gallipoli. This report recommends how Australia may best commemorate such a momentous occasion and honour the service and sacrifice of those men and women.

The Anzac Centenary 2014–2018 commemorative program will encompass all wars, conflicts and peacekeeping operations in which Australians have been involved. It is designed as an overarching program of commemoration that will include all Australians. It will be a remarkable journey that will encourage reflection, thought and creativity, while giving every Australian an opportunity to discover and fully comprehend the continuing significance of our military history and learn about the men and women whose service was instrumental in creating the Australia we know and enjoy today.

In addition, it will provide an opportunity to explore the impact of war on the Australian community at home, the war effort to support troops abroad, the loved ones left to grieve and the impact on society of losing a significant part of a generation of young men. The commemorative program will also highlight the plight of the survivors — the veterans who came home damaged from war, haunted and troubled and struggling to return to a normal life.

In the course of this five-year journey of commemoration, Australians will be able to reflect on our past and acknowledge the sacrifices and hardships of our ancestors. It is anticipated that this will help Australians understand who we are as a nation and then begin to look to the future, to what the next 100 years may bring.

The Commission



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Executive summary

On 25 April 2010, the then Australian Prime Minister, the Honourable Kevin Rudd, MP, announced the formation of the National Commission on the Commemoration of the Anzac Centenary (the Commission).

The Commission was tasked with undertaking public consultation in order to identify the broad themes, scale, scope and shape of what a commemorative program for the Anzac Centenary period from 2014 to 2018 may look like. It was required to make a series of recommendations to the Australian Government on how to most appropriately mark the centenary. The recommendations were to take into account the broad scope and shape of commemorative, educative and interpretive initiatives and activities, and the governance process for the program.

The Commission was also asked to consider the other significant events that would take place during the centenary period, including the 70th anniversaries of Second World War events, the 70th anniversary of Australia's involvement in peacekeeping, the 70th anniversary of the Malayan Emergency and the 50th anniversaries of battles that occurred during the Vietnam War.

Assisted by the Department of Veterans' Affairs, the Commission met on 6 July 2010 to launch a public submission process that encouraged individuals, schools, and community and ex-service organisations to put forward their ideas and suggestions about how the Australian community can be engaged in commemorating the Anzac Centenary. Submissions were grouped into six main themes:

- *Century of service*
- *Community engagement*
- *Infrastructure and capital works*
- *Education, public awareness and community access*
- *Commemorative services*
- *International relations and cooperation.*

The public submission process officially closed on 17 September 2010, but submissions continued to be accepted until 31 December 2010. In total, over 600 submissions detailing more than 1500 ideas were received, not only from Australians, but also from people in Turkey, Belgium, Papua New Guinea and the United Kingdom.

Consultation was held with all state and territory governments to discuss individual planning for commemorative activities between 2014 and 2018, and to identify possible synergies between the work of the states and territories and the recommendations of the Commission. Consultation was also held with ambassadors and high commissioners to Australia from the United Kingdom, New Zealand, France, Belgium, Canada and Turkey to ensure that international views were considered and included in any recommendation concerning international involvement presented to government. The Commission identified a range of other countries that should also be included in future discussions, including Japan, Papua New Guinea and Ireland.

On behalf of the Commission, the Department of Veterans' Affairs enlisted the services of market research agency Colmar Brunton to conduct social research into, and gain an understanding of, the views, perceptions, knowledge and aspirations of the Australian people in relation to 'Anzac', commemoration and the impending centenary. The research was conducted across Australia through focus groups held in all state capitals and in one major and one smaller regional community in most states. Notably, it found that Australians want activities and programs forming part of the centenary program to be accessible, educational and memorable, and to recognise war as a vehicle for peace.

The Commission met formally a further four times before preparing this report, in October and December 2010 and twice in February 2011, to discuss the submissions received and the results of other consultation and research. The Commission also held out-of-session discussions. During this period, the Commission used this information to inform the development of recommendations to government.

The recommendations include broad suggestions about what education and community engagement initiatives may entail, and potential governance, media and funding arrangements for centenary planning. The Commission also made recommendations for specific initiatives, reflective of the six themes utilised for the public submissions, that it believes are worthy of government consideration. Although each proposed initiative is readily identifiable with one of the six themes, they also include aspects that cross over multiple themes. The *Century of service* theme is intrinsic to all proposed initiatives. The initiatives include:

- *The Anzac Century — A Journey of Australian Service* — A proposal for the development of mobile exhibitions, with a focus on First World War memorabilia, to travel to a wide range of locations across Australia.
- Infrastructure and capital works projects — A proposal for the development of a key infrastructure project focused on the restoration, refurbishment and enhancement of memorials, cenotaphs, honour rolls and avenues of honour, as well as the development of a Boer War Memorial and a Peacekeeping Memorial.
- *The Anzac Centre for the Study of Peace, Conflict and War* — A proposal for the development of an education centre focusing on the study of the nature of social conflicts, causes of violence and definitions of peace, as well as research into new structures for resolving conflicts.
- A major commemorative event — A proposal for the restaging of the first major convoy carrying Australian and New Zealand troops from Albany in Western Australia, which would be televised nationally.

- *The Anzac Interpretive Centre* — A proposal for the development of an interpretive centre to be physically located in Albany and virtually located on the Internet. The centre would provide the community with a way to engage on an educative level with the service and sacrifice of Australian men and women of the First World War.
- Support and collaboration — A proposal for the early establishment of key relationships across the Australian Government and state and territory governments, across international borders and with corporate Australia to ensure the successful delivery of the centenary program.

Within these recommendations, the Commission has recognised the need not only for commemorative activities to occur, but for a lasting legacy from the centenary program to be left for the Australian people.

If accepted by government, the recommendations aim to ensure that the centenary is marked in an appropriate and respectful manner, affords all Australians the opportunity to be involved in centenary activities, acknowledges our international links, and provides a lasting legacy for towns and cities across the country.



Summary of recommendations

This report details the range of recommendations made by the National Commission on the Commemoration of the Anzac Centenary. The recommendations include:

Education (page 5)

A proposal for the development of a suite of education-related projects, which are accessible to all Australians.

Community engagement (page 8)

A proposal for the development of a range of projects and activities, which are accessible to all communities.

Support and collaboration (page 9)

A proposal for the development of linkages between the Australian Government, state and territory governments, international partners and the corporate sector.

Infrastructure and capital works (page 12)

A proposal for the development of a key infrastructure project focused on the restoration, refurbishment and enhancement of memorials, cenotaphs, honour rolls and avenues of honour, as well as the development of a Boer War Memorial and a Peacekeeping Memorial.

Commemorative dates (page 13)

A proposal for the development of commemorative events and services that appropriately mark the significant anniversaries of the First World War and other conflicts and peacekeeping operations in which Australia has been involved.

Hands of Friendship (page 15)

A proposal for the development of a *Hands of Friendship* component to be incorporated into the Dawn Service at Gallipoli in 2015.

The Anzac Century — A Journey of Australian Service (page 16)

A proposal for the development of mobile exhibitions, with a focus on First World War memorabilia, to travel to a range of locations and events.

The Anzac Centre for the Study of Peace, Conflict and War (page 20)

A proposal for the development of an education centre focusing on the study of the nature of social conflicts, causes of violence and definitions of peace, as well as research into new structures for resolving conflicts.

Albany (page 22)

A proposal for the restaging of the first major convoy carrying Australian and New Zealand troops from Albany in Western Australia and the development of associated educational and interpretive facilities.

An Anzac Centenary motif (page 24)

Suggested considerations for the development of a recognisable motif for the Anzac Centenary program.

Future governance considerations (page 27)

Suggested governance processes that will support the implementation of the proposed centenary initiatives.

Media and communication considerations (page 30)

Suggested considerations for the development of a communication strategy for the centenary.

Funding considerations (page 32)

Potential funding pathways for all programs and activities related to the Anzac Centenary.



Commemorating the Anzac Centenary

A century of sacrifice

Between 2014 and 2018, Australia will commemorate the Anzac Centenary, marking 100 years since our involvement in the First World War.

During this time, we will remember not only the Anzacs who served at Gallipoli and on the Western Front, but all Australian servicemen and women, including those who fought along the Kokoda Track and at Tobruk; those who were held as prisoners of war; those who fought on the seas and in the skies; and those who served in conflicts from Korea and Vietnam to Iraq and Afghanistan.

The Anzac Centenary provides us with an opportunity to remember those who have fought and served in all wars, conflicts and peace operations in the past hundred years, and especially to remember the more than 102,000 Australians who have given their lives in service.

A history of commemorations

The Australian Government began managing commemoration programs in the 1990s with the commemoration of the 75th anniversary of the landings at Gallipoli and the 50th anniversaries of battles from the Second World War. Early commemorations were generally official government-led missions of veterans to commemorate significant wartime anniversaries, or for the dedication of government-built memorials overseas.

The Australian Government, through the Department of Veterans' Affairs, conducted a year-long commemorations program in 1995 to commemorate the 50th anniversary of the end of the Second World War. The *Australia Remembers 1945–1995* program provided the public with the opportunity to participate in commemorative ceremonies, exhibits, concerts and other activities held across the country. The first commemorative grants program was initiated through the *Australia Remembers 1945–1995* program and continued after 1995, providing funds for the restoration or development of memorials and for commemorative projects and activities.

In 1997, the Australian Government commemorations program *Their Service — Our Heritage* was launched. The aim of *Their Service — Our Heritage* was to promote the ongoing recognition of Australia's servicemen and women and their contribution to the nation during the past century. The program incorporated the key elements of national days of remembrance, memorials, significant events, education and community awareness. *Saluting Their Service*, launched with a new logo in 2002, had aims similar to those of *Their Service — Our Heritage*.

In 2008, the Australian Government began managing an annual Anzac Day commemorative service held at Villers-Bretonneux, France.

Commemorating the centenary

On 25 April 2010, the then Prime Minister, the Honourable Kevin Rudd, MP, announced the formation of the National Commission on the Commemoration of the Anzac Centenary (the Commission).

The Commission was tasked with undertaking public consultation in order to identify the broad themes, scale, scope and shape of what a commemorative program for the centenary period may look like, and making a series of recommendations to government. The centenary period will include commemorative activities that occur between 4 August 2014, 100 years after the start of the First World War, and Remembrance Day, 11 November 2018.

The Commission was asked to also consider other significant events that would take place during this time, including the 70th anniversaries of Second World War events, the 70th anniversary of Australia's involvement in peacekeeping, the 70th anniversary of the Malayan Emergency and the 50th anniversaries of battles that occurred during the Vietnam War.

Appendix 1 outlines the Commission's full terms of reference and Appendix 2 contains details of the Commission members.

The process

To ensure that the Australian community had the opportunity to submit their views and ideas on how the centenary period could be best commemorated, the Commission launched a public submission process on 6 July 2010. Appendix 3 contains the advertisement for submissions and Appendix 4 contains details of the consultation process.

The process encouraged individuals, schools and community and ex-service organisations to put forward their ideas and suggestions regarding how the Australian community can be best engaged in commemorating the Anzac Centenary. Submissions were grouped into six main themes:

- *Century of service*
- *Community engagement*
- *Infrastructure and capital works*
- *Education, public awareness and community access*
- *Commemorative services*
- *International relations and cooperation.*

The public submission process officially closed on 17 September 2010, but submissions continued to be accepted until 31 December 2010. Every submission was catalogued and presented to the Commission for consideration. An outline of the submissions received, as well as a list of all submitters, unless marked or deemed confidential, can be found in Appendix 5. The submissions can be found at the Anzac Centenary website.¹

The Commission met formally five times: in July, October and December 2010 and twice in February 2011. Members also met and communicated informally on a number of other occasions to discuss the submissions and the results of other consultation and research.

In addition to the public submission process, further consultation was held with:

- state and territory governments to discuss planning for commemorative activities between 2014 and 2018, and to identify possible synergies between the work of the states and territories and the recommendations of the Commission

¹ www.anzaccentenary.gov.au.

- ambassadors and high commissioners to Australia from the United Kingdom, New Zealand, France, Belgium, Canada and Turkey to ensure that international views were considered and included in any recommendation concerning international involvement
- representatives from various government departments, cultural institutions and educational organisations to discuss various aspects of centenary planning and roles in the lead-up to the centenary
- tour industry providers to discuss centenary planning, including potential increased visitor numbers for Anzac Day services to be held during the centenary period at key sites such as Gallipoli, Turkey, and Villers-Bretonneux, France
- representatives of the news media, including print, television, radio and the rural press, to gather ideas and thoughts for the centenary and to promote the public submission process.

Details of these consultation meetings are outlined in Appendix 6.

During the consultation process, the Department of Veterans' Affairs, on behalf of the Commission, engaged the services of market research agency Colmar Brunton to conduct social research into, and gain an understanding of, the views, perceptions, knowledge and aspirations of the Australian people in relation to 'Anzac', commemoration and the impending centenary. The research was conducted across Australia through focus groups held in all state capitals and in one major and one smaller regional community in most states. The executive summary of the Colmar Brunton research report can be found in Appendix 7. The full research report can be accessed at the Anzac Centenary website.²

At its July 2010 meeting, the Commission discussed the significant role of the Australian Defence Force in the development and implementation of commemorative programs during the 2014–2018 period. It was keen to ensure an ongoing coordinated approach to activities that represent First World War centenaries and the significant anniversaries of subsequent conflicts. Consequently, it invited a representative from the Australian Defence Force to attend commission meetings, to observe and provide advice where needed.

It should be noted that, prior to the establishment of the Commission, Department of Veterans' Affairs staff met with as many state government veterans' affairs officers as possible to discuss the Anzac Centenary and other commemorative initiatives for the 2014–2018 period. In September 2010, all state and territory ministers or parliamentary secretaries with veterans' affairs portfolio responsibilities were invited to attend the 15 October meeting of the Commission.

The response

The public consultation process generated great interest within Australia and internationally. In total, over 600 submissions detailing more than 1500 ideas were received, not only from Australians, but also from people in Turkey, Belgium, Papua New Guinea and the United Kingdom.

Several common themes were noted among the submissions, particularly to remember those who have served, through:

- sharing personal stories of the experience of war
- education about our military history and the role of the military today
- refurbishing war memorials and other significant commemorative objects

² www.anzaccentenary.gov.au.

- providing access to, and participation in, commemorative activities through theatre productions, musicals, books, poetry collections, music compilations and touring exhibitions.

From the responses, it can be surmised that, for many Australians, the Anzac Centenary 2014–2018 represents a significant opportunity to discover or rediscover their military heritage. They view the commemorative period as a time to reflect on the impact, both past and present, of the service of Australian men and women in defence of our nation, or in the service of other nations, on Australian culture and our collective psyche.

Submissions received expressed ideas about travelling exhibitions and collecting and sharing stories of the Australian war experience and, in doing so, ensuring that the legacy of Australian service personnel, their service and their sacrifice over the past hundred years is carried into the next century. Australians have expressed an interest in understanding the experiences of not only the servicemen and women of the past, but of the men and women who are currently serving Australia at home or abroad.

Education was a key link in many submissions. Australians expressed the view that education about our military history and the role of the military today should be taught in classrooms. Ideas included school-based centenary programs or projects in which young people gain a greater awareness and understanding of war and the varying roles Australians have played in war and peace efforts over the past century.

The results of the Colmar Brunton social research complemented the views received through the public submission process and through various other forms of consultation with groups and individuals. Its findings suggested that Australians are seeking to engage with the centenary of the First World War and the 100 years of service since, and to develop a better understanding of current service commitments in a very personal way.

The research outlined community perceptions and expectations in terms of invigorating the memories of the past and identifying the mechanisms that will take those memories into the future. It was almost universally recognised that commemoration of our military history is important and that centenary tributes are considered a once-in-a-lifetime opportunity to ensure that the legacy of that service continues to be commemorated.

Australians believe the centenary commemorations program should embrace the sentiments of pride, respect and national identity, while recognising the service of all defence personnel, their families and communities. Consultation suggests that the government should ensure that activities and programs forming the centenary commemorations are accessible, educational, memorable and recognise war as a vehicle for peace.



The Anzac Centenary — concept and proposals

The Australian public and members of the international community provided the Commission with more than 1500 ideas and suggestions in over 600 submissions about how the Australian community may be engaged in commemorating the Anzac Centenary. Members of the Commission were heartened by the enthusiastic response and wish to thank everyone who took the time and effort to contribute to this process.

From the submissions, the Commission has identified the broad range of concepts, as discussed in the following section, that Australians want to be considered for the centenary period, including concepts related to education, community engagement, support and collaboration, infrastructure and capital works, and commemorative dates. Those concepts identify the broad themes, scale and scope of what a commemorative program for 2014–2018 may look like. They recognise the need to not only commemorate the centenary, but to leave a lasting legacy for the Australian people.

In considering the public submissions, the Commission, drawing on the concepts that were identified, felt there was an opportunity to recommend some specific proposals that it believes are worthy of government consideration and present the opportunity to both commemorate the centenary and leave a lasting legacy. In particular, the Commission recommends *The Anzac Centre for the Study of Peace, Conflict and War* (the *Anzac Centre*); a national travelling exhibition titled *The Anzac Century — A Journey of Australian Service*; an *Anzac Interpretive Centre*; a program for the refurbishment and enhancement of memorials, cenotaphs, honour rolls and avenues of honour; and a significant national commemorative event.

These proposals draw on the emphasised themes of *Education, Community engagement, Support and collaboration* and *Infrastructure and capital works*. They aim to encourage the development of local projects within communities and national activities developed by government through collaborative partnerships with business and the community. They also aim to leave a lasting legacy for the Australian public.

Although the Commission's suggestions set the 'big picture' for events and initiatives with a national focus that aim to engage all communities during the centenary period, the Commission agrees that there should be significant capacity for communities to hold events with a solely local focus, such as Anzac Day marches and local commemorative services. The following sections outline the broad range of concepts Australians want to be considered for the centenary period, as well as the Commission's specific proposals.

Education

Through education, our knowledge, understanding and experiences of war can be passed from one generation to another and shared within society. Recognition of the service of Australians should not be confined only to those who have died but should include the experiences of all who have served. Those who returned home often bore physical, mental

and emotional scars, and it is felt that the Anzac Centenary is an appropriate period to recognise the sacrifice of those servicemen and women and the support provided by their families and communities. The long-term impact on war widows and widowers also needs to be better understood.

The Commission received its highest number of submissions in relation to the *Education* theme: more than 350 ideas were submitted, each with merit and worthy of consideration for the development of education initiatives centred on the Anzac Centenary. The Commission agrees that education initiatives will provide an opportunity to engage all Australians, especially those in regional and rural Australia.

Based upon the public submissions received, the Commission proposes that a suite of education-related projects accessible to all Australians be developed for the centenary. The projects would utilise traditional teaching or class-based methods, self-directed learning, e-learning using current and emerging technologies, and community events. In particular, the Commission agrees that new communications technologies (for example, SMS messaging, Facebook, Myspace and Twitter) should be utilised to communicate, create, disseminate, store and manage information appropriate to educate and inform the public about the Anzac Centenary.

Current projects

A number of education projects that already exist may be further developed or tailored to appropriately mark the Anzac Centenary. For example, the Department of Veterans' Affairs currently administers the *Saluting Their Service* program, which includes an education component focused on providing educational resources, publications and websites; awards and competitions; and funding and scholarships.

The main focus of *Saluting Their Service* relates to the education of school students about our wartime heritage and its importance in the development of our nation. It is thought that, by educating younger generations, national days of remembrance, such as Anzac Day and Remembrance Day, will continue to be recognised and commemorated in an appropriate and respectful manner.

The Commission proposes that, for the Anzac Centenary, the Department of Veterans' Affairs continue a similar, if not the same, program to develop new resources and publications, providing a lasting legacy for future generations, and to support a variety of activities to assist in educating school students and the Australian public about our wartime history and experiences.

Between 2011 and 2013, the National History Curriculum from Foundation to Year 10 will be introduced by departments of education into classrooms in every Australian state and territory. The curriculum provides a balanced, rigorous, contextualised approach to Australian, Indigenous and world history, which will enable students to appreciate Australia's social, economic and political development. It will help students learn about the Anzac tradition, Anzac Day and other important events and symbols in Australian history.

In regard to the centenary, class-based activities and projects may be introduced into the national curriculum that discuss not only the activities of the First World War, but the role of all conflicts and peacekeeping operations that Australia has been involved in, from the Boer War through to Afghanistan, in helping to shape our national identity.

In developing educative materials to be distributed to schools for the Anzac Centenary, the Commission suggests that the Australian Government engage with various stakeholders,

including curriculum and professional associations, as well as state and territory governments. Although the National History Curriculum will have been introduced in all Australian schools by 2014, state and territory governments will still have control over the particular materials used in teaching. By connecting with the relevant departments of education, the Commission is hopeful that all students will have access to Anzac Centenary educative materials.

Education initiatives may also centre on promoting current activities, both within Australia and abroad, that have considerable Australian military significance. For example, a project is currently being led by the AE2 Commemorative Foundation to protect, preserve and promote the memory of Australia's First World War submarine, HMAS *AE2*, which was sunk in the Sea of Marmara in April 1915.

Future projects

In addition to tailoring and developing already existing programs, the public submission process generated a number of ideas for future projects. Ideas discussed by the Commission, which may be given consideration for future development, include:

- school-based programs such as 'Adopt a Digger', which would entail interviewing or researching a serviceman or woman and sharing stories with classmates
- introducing different aspects of Australia's military history, such as peacekeeping and modern conflicts, into the National History Curriculum
- recognition of those servicemen and women who did not die in wars and conflicts but may have lived with, or continue to live with, physical, mental and emotional scars, and the impact this has had on families and communities
- the development of educative television and film documentaries and publications on a broad range of campaigns
- research and academic scholarships, such as those that may be administered by the proposed *Anzac Centre for the Study of Peace, Conflict and War* (detailed elsewhere in this report)
- the development of accessible online databases that record the locations of and medals awarded to service personnel, and the location of war memorials, cenotaphs, cemeteries and honour rolls across the country.

Discussions with international representatives have also indicated the possibility for academic scholarships, exchange programs or sister schools arrangements to be developed with several countries where Australians fought in the First World War, including Turkey, France and Belgium. Former combatant countries could be included in the programs to provide different views and perspectives on the experience of war.

The exchange program would seek to educate students about Australia's war history through visits to former battle sites and interaction with students located near those sites. The sister schools program could be utilised to undertake educative projects with international students via communication technologies, including the Internet and video conferencing. These programs would seek to inform a greater understanding of the experience of war, develop relationships, and promote the importance of maintaining peace.

- the refurbishment of memorials, cenotaphs and avenues of honour
- the development of virtual museums that document state-based contributions to various conflicts.

In addition to the ideas discussed with state and territory governments, a number of ideas that will require government collaboration were forwarded through the public submission process. Some of the ideas discussed by the Commission were:

- creating commemorative stamps
- minting commemorative coins
- providing subsidised opportunities for schoolchildren to access cultural and military history activities in state capitals
- ensuring that an inclusive military history of Australia is included in the new National History Curriculum and that schools undertake educational projects throughout the centenary period
- developing capital works projects in state capitals, including
 - building and redevelopment opportunities for state war memorials and shrines
 - refurbishment/expansion of catafalque mounting areas at significant war memorials
- holding conferences and symposiums that explore Australia's military history
- touring nationally relevant art and object exhibitions
- digitising government-held military service records and historical documents.

The Commission agrees that the development of some, if not all, of these proposals will require significant collaboration efforts across government. Any future governance arrangements will need to ensure that a mechanism is included to facilitate this type of collaboration appropriately. The Commission also suggests that a full log of each government's commemorative plans be maintained to ensure that collaboration can occur when necessary.

As the Anzac Centenary is such an important commemorative period in Australia's history, the Commission agreed that it was essential that a bipartisan program be developed, particularly given that there will be at least two federal elections between 2011 and 2018. In other words, the program will not be 'owned' by any one side of the political spectrum. The Commission has met with members of the parliamentary opposition to discuss this approach. Both the current government and the opposition have agreed that they will give full support for a bipartisan program for the centenary.

Corporate collaboration

As discussed in the 'Funding considerations' section of this report on page 32, the Commission agrees that, while there will most likely be a taxpayer-funded component for commemorative events and initiatives throughout the Anzac Centenary, it is likely that corporate Australia will be invited and encouraged to contribute to planned events and initiatives via sponsorship arrangements.

Corporate sponsorship has been used successfully during other significant Australian anniversaries, such as the Centenary of Federation in 2001, and will be likely to play a significant role in the Anzac Centenary program. Therefore, the Commission believes that it is essential that strong ties are built with the corporate sector to ensure that appropriate mechanisms to help identify support and collaboration opportunities are developed.

Infrastructure and capital works

A number of memorials, dedications, artworks and education facilities across the world not only commemorate the service and sacrifice of Australian men and women, but educate visitors on the experience of those who have served. These physical objects provide a lasting legacy for the Australian people and help to ensure that future generations are kept aware of the historical significance of the parts that individuals played in the Australian and international war experience.

The *Infrastructure and capital works* theme encouraged ideas for the development of infrastructure and capital works programs that benefit the Australian people now and into the future. Suggested projects included the development or refurbishment of memorials of local, state or national significance, and the development of interpretive material to accompany existing memorials.

The Commission received more than 150 ideas in relation to this theme. They suggested numerous ways for Australians to be engaged in the centenary through the development of infrastructure and capital works. Suggestions also linked strongly to the *Education* theme, as the development of any physical object provides the opportunity to educate visitors not only about the historical context of specific events, but about the lives of those involved.

Ideas generated by the community and discussed by the Commission included:

- refurbishing/maintaining existing memorials, cenotaphs and honour rolls
- developing memorial walks, interpretive panels/centres and kiosks
- establishing new honour rolls in schools to recognise service personnel to the present day
- developing an 'Anzac Way', as is already underway in Western Australia (this would include interpretive panels and supporting maps and guides)
- renaming state and national roads and infrastructure after people and events of our military past
- erecting a Peacekeeping Memorial and a Boer War Memorial
- establishing living memorials by planting forests of trees — one tree for each serviceman or woman who has served or died as a result of war and/or conflicts
- replanting/rejuvenating the struggling and often dying avenues of honour in rural and regional towns.

The Commission was particularly interested in the number of proposals that suggested refurbishment, restoration and maintenance work on existing memorials, cenotaphs, honour rolls and avenues of honour.

Drought, floods and climate change are adversely affecting the preservation of existing memorials across Australia. In the lead-up to the Anzac Centenary, the Commission agrees that it is important to preserve our wartime heritage, particularly those memorials built to acknowledge those who served in the First World War.

The memorials built between the end of the First World War and the beginning of the Second World War in cities and towns across Australia are evocative of a significant period in our history. Restoration and enhancement, through local community engagement projects, particularly with lighting, will help to increase awareness of what those memorials represent — the contribution and sacrifice made by ordinary Australians, many of whom never returned home. The memorials provide a focus for grieving families to honour and acknowledge their loved ones buried overseas.

In addition to the restoration and enhancement of memorials, the Commission also believes there is significant opportunity for the restoration and/or refurbishment of war graves, official commemorations and Australian war memorials overseas to ensure that they are of an acceptable standard in the lead-up to the centenary.

Through the public submission process, the Commission has found that, although projects are being supported within the ex-service community, significant memorials do not yet exist to commemorate either the Boer War or the role of peacekeepers in Australian military engagements. While the Colmar Brunton research acknowledged that Australians did not want new memorials built when significant memorials for a particular conflict or battle already exist, the Commission agrees that both a Boer War Memorial and a Peacekeeping Memorial should be supported for development in the lead-up to the centenary. Although the Boer War (1899–1902) does not officially fall within a ‘centenary’ program, the Commission believes the significant contribution that Australians made to that conflict should be appropriately acknowledged and commemorated.

In addition to the restoration, refurbishment and enhancement program and the potential development of two new memorials, the Commission agrees that there is an opportunity for the development of infrastructure and capital works projects that will provide a significant educative component and a lasting legacy able to be accessed by all Australians. With this in mind, the Commission has proposed the development of an *Anzac Interpretive Centre*, to be physically located in Albany, Western Australia, and virtually located on the Internet. This proposal is discussed in detail in the ‘Albany’ section (from page 22 of this report).

The Commission agrees that the development of some, if not all, of these proposals will provide the opportunity for communities to engage in centenary work that would enhance and promote the historical significance of memorials and uncover wartime stories of interest to younger generations and people new to communities. The proposals would also ensure that the sacrifice of the servicemen and women of the First World War and subsequent conflicts would be appropriately commemorated through the continued maintenance of existing infrastructure and capital works.

Commemorative dates

A number of public submissions received expressed the need to recognise significant anniversaries throughout the centenary period by holding solemn, respectful and appropriate commemorative services. In particular, there was a call to recognise:

- 4 August 2014 — 100 years since the commencement of the First World War
- 25 April 2015 — 100 years since the first landings by Australian, New Zealand and Allied forces on the Gallipoli Peninsula, Turkey
- 25 April 2018 — 100 years since Australian and Allied forces cleared Villers-Bretonneux, France, of enemy troops — three years to the day after the landing on the shores of Gallipoli
- 11 November 2018 — 100 years since the armistice was signed by Germany, marking the end of the First World War.

Drawing on the views received through public submissions, the Commission agrees that appropriate services and events should be held on these dates to ensure that the servicemen and women involved, both those who gave their lives and those who returned to Australian soil, receive the acknowledgment and recognition that is worthy of their significant efforts.

The Commission also discussed the need to properly commemorate other significant anniversaries that will take place during the centenary period, including the

70th anniversaries of Second World War events, the 70th anniversary of Australia's involvement in peacekeeping, the 70th anniversary of the Malayan Emergency and the 50th anniversaries of battles that occurred during the Vietnam War.

Centenary of the commencement of the First World War

The official commencement date of the First World War was 4 August 1914, and the Commission proposes that commemorative activities in Australia commence from the centenary of that date.

The Commission agrees that the centenary of 11 September 1914 should be acknowledged. On that day, Australia's first action of the war occurred: the capture of a German wireless station at Bita Paka, Rabaul, on the island of New Britain (then part of German New Guinea).

Also, based on submissions received, the Commission proposes that a significant commemorative event could be held on 1 November 2014 to mark the departure by ship of the Australian Imperial Force and New Zealand Expeditionary Force, which were later to become collectively known as the Anzacs, from Albany in Western Australia (see the 'Albany' section from page 22 for further discussion).

Anzac Day across Australia in 2015

For many Australians, Anzac Day 2015 will be one of the most important commemorative days this century and will hold a significant place in Australia's history. On the day of the centenary of the Gallipoli landings, every Australian should be given the opportunity to be involved in commemorative services, events and activities that capture our heritage, commemorate all past and present Australian servicemen and women, and provide lasting and meaningful legacies for future generations.

The Commission received numerous suggestions for how Anzac Day 2015 can be best commemorated across Australia. The Commission agrees that a single service would not be the best option to mark the centenary. States, cities and towns should be given the opportunity to appropriately mark the day and to show their respect and appreciation for locals who have served. Therefore, in addition to traditional local services, the Commission suggests that a major commemorative event be held in each state, which will allow people to come together to commemorate the day. The state events could be broadcast using traditional communication methods, such as radio and television, as well as technologies such as the Internet, to ensure linkages with and the participation of regional and rural Australia, as well as people who are physically unable to attend.

Anzac Day at Gallipoli in 2015

The Commission agrees that Anzac Day commemorative services held at Gallipoli in 2015 will play a significant role in any Australian centenary commemorations and are likely to be well attended by Australian, New Zealand and Turkish citizens.

Currently, a range of commemorative events and services are held at Gallipoli on 24 and 25 April every year. The overnight reflective program, held at the Anzac Commemorative Site, is followed by the Dawn Service at the same site, the Australian National Service at the Lone Pine Cemetery and Memorial, the Turkish National Service at the 57th Regiment Memorial and the New Zealand National Service at the Chunuk Bair Memorial.

The Commission agrees that the current commemorative program should continue; however, consideration should be given to also holding one-off special commemorative events to mark the centenary. For example, there may be an option to include descendants of Allied and

Turkish forces involved in the landings at Gallipoli on Anzac Day 1915 in an activity, on or around Anzac Day 2015, to acknowledge the positive relationships that have developed over the past century.

One suggestion is for a *Hands of Friendship* component to be incorporated into the Dawn Service. A number of submissions received from the public outlined ideas examining the symbology of extending 'hands of friendship' between former enemies. This would involve a symbolic exchange of gifts or items of significance between one to two people from each country, such as a serving member paired with a descendant.

Ideas received through the public submission process support the views of the Commission. Submissions suggested that commemorative events could be held to mark the ties between all three countries. Submissions also called for 'symbolic gestures of peace' between Australia and Turkey and official recognition of the generosity that the Turkish people have afforded Australia by allowing the Australian community to hold commemorative services at Gallipoli.

The Commission noted the number of submissions and correspondence from people wishing to attend Anzac Day commemorations at Gallipoli in 2015, and that the number of people wanting to attend in that year is likely to exceed the capacity. The Commission understands that the Department of Veterans' Affairs has had initial discussions with tour operators to explain that the relevant governments are still to consider and determine access arrangements for 2015. It is inappropriate for operators to make claims that they may not be able to honour regarding services and corresponding arrangements. The Commission considers that access arrangements for 2015 should be discussed and resolved by the Australian, New Zealand and Turkish governments quickly, and that resulting planning arrangements should be implemented as soon as possible.

Significant dates in 2018

The Commission acknowledges that Anzac Day in the final year of the centenary commemorations will be the significant date for commemorations within Australia, while Remembrance Day will provide Australia with the opportunity to participate in international centenary commemorations. It is expected that major activities commemorating the centenary of Remembrance Day will be held overseas.

It may be too early to plan specific events for 2018; however, the Commission notes that the Australian Government will need to work in close collaboration with various countries in the planning and implementation of international activities and events marking Anzac Day and Remembrance Day.

The Commission suggests that, prior to the commencement of detailed planning for 2018, the services and events held in 2015 at Gallipoli and Villers-Bretonneux should be carefully evaluated to establish lessons learned and best practices.

Other significant dates from 2014 to 2018

As identified throughout this report, the Anzac Centenary provides us with the opportunity to remember those who have fought and served in all the wars and conflicts of the past hundred years. During the centenary period, a number of significant anniversaries unrelated to the First World War will take place. They will need to be considered during the planning for the centenary to ensure that they are properly commemorated. Appendix 8 outlines the range of anniversaries that will take place during the period.

The Anzac Century — A Journey of Australian Service

In reviewing the results of the Colmar Brunton social research report and feedback received via the public submission process, the Commission noted that Australians expect to engage in a program of activities that are accessible and inclusive. Many submissions expressed ideas about travelling exhibitions and collecting and sharing stories of the Australian war experience, ensuring that the legacy of Australian service personnel, their service and their sacrifice over the past century is carried into the next.

In discussing this concept, the Commission proposes the development of a mobile exhibition displaying First World War memorabilia and memorabilia from subsequent conflicts, to travel to a range of locations and events throughout the centenary period. The Commission agrees that this proposal will ensure that the majority of Australians have the opportunity to be involved in a nationwide commemorative event that acknowledges the hardship, service and sacrifice of Australians involved in the First World War and subsequent conflicts.

The mobile exhibition would travel to regional, rural and remote areas. In considering how the exhibition would be best able to travel throughout Australia and subsequently reach the greatest percentage of the population, the Commission discussed the possibility of utilising both rail and road as the means of transport.

Research discovered that, while there have been successful rail engagements in the past, such as the Silver Jubilee Train (which travelled Australia in commemoration of the Silver Jubilee of the reign of Her Majesty Queen Elizabeth II in 1977) and *Back to the Track* (a pilgrimage in 1995 for veterans commemorating the building of the Stuart Highway from Alice Springs to Darwin during the Second World War), the rail network of today is not as it was. Therefore, the Commission agreed that relying solely on rail may limit the potential for reaching as many Australians as possible. Instead, utilising a range of delivery mechanisms, including road, would allow for far greater possibilities to engage the community.

The exhibitions

The Commission proposes that a commemorative exhibition travel across the country. The exhibition would provide an opportunity for those living in cities as well as those in regional and rural areas to access and view material that would include memorabilia, military heraldry, military technology, artefacts and interactive displays.

The Commission agrees that the exhibition should provide an educational experience that will take visitors on a journey through Australian service over the past century. The exhibition should give visitors an idea of the appalling conditions experienced by many servicemen and women, so that they may take away some knowledge and appreciation of what those men and women endured.

With these points in mind, the Commission has drafted an illustrative example of what may be included in such an exhibition. While there are many subjects for the basis of such an exhibition, the following examples depict an exhibition based on Gallipoli.

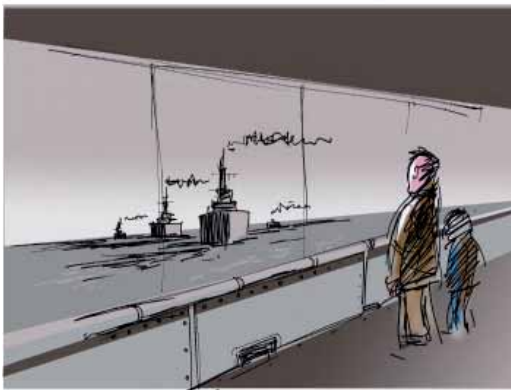


A series of semitrailers would arrive in convoy and set up a linear exhibition by connecting the containers they are carrying. Each container would represent a 'segment' in the Gallipoli story.

The first segment would include a floor-to-ceiling world map in its first section, giving a clear indication of world politics at the outbreak of war in 1914. This area would set the scene for what is to unfold. The second section would depict a recruitment station. The visitor could learn about Australia's allegiance to Great Britain and about how young men from all over the nation joined up by the thousands to fight and experience adventure.



The second segment would set the scene for the departure of the first major convoy from Albany, Western Australia. The first section of the room would depict a warship's deck. Over the railing, archival photographs of the fleet anchored off Albany would be projected, followed by footage of a convoy at sea. The other end of the room would allow the visitor to experience the cramped, fetid, below-deck quarters of a First World War troopship. Visitors could learn about the Royal Australian Navy's role in transporting and safeguarding Australian and New Zealand troops, the enormosity of such a journey, the sinking of the Emden and the increase in morale and prestige for Australia's navy.

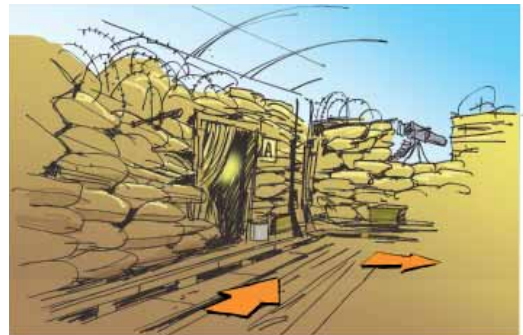


The third segment would depict a crowded Cairo bazaar. Floor-to-ceiling wartime photographs of Australian troops on the steps of the Great Pyramid, in front of the Sphinx and wandering through the streets of Cairo would be on display. Further along, there would be photographs of Australian troops training in the desert dunes. Visitors could learn about the Australian experience in Egypt and the tragic events of 18 March 1915, when the allies unsuccessfully tried to force the Dardenelles using naval power — this is still celebrated in Turkey as Victory Day.



The fourth segment would depict the events of 25 April 1915, the day the Anzacs landed on the Gallipoli Peninsula. One part of the room would be dimly lit, with floor-to-ceiling photographs of Anzac troops assembled on deck, ready for the invasion. This would be followed by a re-creation of the beach with a replica section of the escarpment demonstrating the difficult terrain that the Anzacs faced. Visitors may learn about the heightened anticipation and trepidation prior to landing, as well as the difficulties that were faced on that first morning.

The fifth segment would be a walk-through experience depicting daily life in a Gallipoli trench. This would give the visitor some ideas as to the confines of a trench and the daily hardships that were faced.





The sixth segment would show the dark, frightening and claustrophobic experience of a covered Lone Pine trench. The visitor may learn about the murderous battle that raged for four days and cost the lives of more than 7000 men in fierce and bloody hand-to-hand combat.

The final segment would depict the evacuation, including photographs of the horrendous winter conditions, as well as a re-creation of the drip-fed rifles used as a time-delay device while the Anzacs departed.

Although the Commission notes that any developed exhibition would include depictions of not only the First World War, but also of other conflicts Australia has been involved in during the past century, the example provided may give an idea of the types of interactive and educational material that may be on display.

Community engagement

At each location, the travelling exhibition would be the centrepiece for an event that would encourage locals and visitors alike to engage in Australia's military history, as well as their own local military history. There may also be opportunities for potential linkages with existing events. While the travelling exhibition would aim to deliver a program to ensure that regional, remote and rural Australia is provided with accessible opportunities to engage with our national collections and Australia's diverse military history, the program would also aim to build local engagement through collaborative opportunities.

A number of submissions received via the public submission process indicated that Australians would like to contribute personal military artefacts, memorabilia and stories to support national collections. To ensure that this wealth of information is not lost, the Commission proposes that communities be invited to contribute their oral histories or artefacts to the visiting exhibitions. Additionally, all proposed exhibitions present opportunities to engage cadets, young people and volunteers to help in the set-up and pack-up of the exhibitions, as well as to participate in presentations at each location visited.

Community involvement would be encouraged and supported through social media, websites and broadcast media. It is envisaged that the displays would be digitised and made available via the Internet to ensure that those who cannot physically attend the travelling exhibitions can still access and view the material. This would also allow a continuing legacy for the material.

National and regional transport companies could be approached to sponsor the initiative by providing prime movers, display caravans and drivers. Other businesses could be approached to sponsor other support requirements, such as information technology and replica equipment.

If this recommendation is accepted by government, consultation will need to occur between relevant agencies to develop the way forward for the administration and development of the project. Consultation will also need to occur with relevant industries about sponsorship; state and local governments; ex-service organisations and services clubs; the Australian Defence Force; and cultural institutions.

The Anzac Centre for the Study of Peace, Conflict and War

Why do wars happen? How can they be prevented? If they cannot be prevented, how can they be contained?

These were questions asked by those who lived through the First World War, and by those who found themselves confronted with the spectre of war again in the 1930s, the Second World War and the conflicts that followed. Today, these questions remain as vivid and urgent as they were almost 100 years ago. Exploring these questions will do much to help current and future generations of Australians reflect on and understand the events we wish to commemorate, and contribute to their thinking about how such tragedies can be avoided in the future. With this in mind, the Commission recommends the establishment of *The Anzac Centre for the Study of Peace, Conflict and War* (the *Anzac Centre*) to explore these questions and to provide all Australians with opportunities to reflect upon and commemorate past events.

Perhaps above all, the *Anzac Centre* would aim to build an understanding of the conditions that will be needed if Australia is to live in peace and avoid repeating the tragedies of the past century. This is not something Australians today and in the future should take for granted. There is no certainty that a more rigorous examination of the reasons wars occur will lead to the eradication or limitation of armed combat; nor can there be any assurance that educating younger Australians about the causes of war will lead to less conflict. However, neither of those considerations justifies complacency or inaction.

The most bitter disappointment for the original Anzacs was that their war was not, in fact, the 'war to end all wars'. The best way we can honour their memory is to focus our thoughts on how we might reduce the risk that future Australians will have to endure what they endured.

The *Anzac Centre* would not focus on the history of our military operations, which is already so well supported by the Australian War Memorial, nor on the specifics of contemporary defence capability, which are well covered by others. It should focus on the deeper sources and dynamics of conflict itself.

The *Anzac Centre's* main focus would be the study of the nature of social conflicts, causes of violence and definitions of peace, as well as research into new structures for resolving conflicts.

Such a development draws on a range of proposals and concepts from the public submission process, which identified the need for education programs focusing on Australian values, beliefs, citizenship and peace. It also draws on the identified concept of creating scholarships that would allow for meaningful research into the development of peace and the resolution of conflict situations.

The Commission agrees that the *Anzac Centre* would provide a unique opportunity for the development of a centre of excellence in peace, conflict and war studies, which may leave a legacy for the betterment of the Australian and international communities that is commemorative and reflective of Australian service.

The Commission believes the most effective means of translating this concept into the desired outcome of strengthening the Australian contribution to the preservation of peace is to establish a degree-granting tertiary education institution as an adjunct to an existing university, rather than as a stand-alone entity. As such, the *Anzac Centre* could draw on available resources, including learning and research facilities, teaching staff and international links.

A number of coursework and research programs would be developed, administered and delivered by the *Anzac Centre* at the undergraduate and postgraduate levels. PhD, research and undergraduate scholarships would also be established to recognise high-level academic performers, both from within Australia and from the international arena, and the role and contribution of various people to the Australian military experience.

The Commission agrees that there may be an opportunity to create a scholarship program, similar to the Rhodes Scholarship program administered and delivered by the University of Oxford in England. The scholarships would be awarded to international postgraduate students for study at the *Anzac Centre*.

In conjunction with various state and territory departments of education, the centre would also develop outreach programs targeted at primary and high school students in Australia. The programs would ensure that all Australian youth have the opportunity to learn about not only the historical aspects of our military efforts in the past, but how such events may be avoided in the future. They would have the opportunity to contribute to current research and to shape contemporary thinking in this field.

The Commission notes that currently there appears to be no centre in any Australian university with the specific focus proposed for the *Anzac Centre*. The Commission believes that the Australian National University, with its existing political and strategic studies program, strong domestic and international reputation, established research channels and proximity to institutions such as existing defence institutions, the Australian War Memorial, government departments and military headquarters, would be the most appropriate institution in which to base the *Anzac Centre*. Links would then be developed with institutions such as the Royal Military College Duntroon, the Australian Defence College and overseas centres of excellence. The Commission also believes that strong links should be developed with New Zealand counterparts.

To have an enduring and widely pervasive impact on national thinking, the *Anzac Centre* would have to be structured to offer courses attractive to Australians aspiring for excellence and leadership positions in the broadest range of national endeavours. If this transpires, future aspirants for such positions from all walks of life may come to accept that an essential part of their preparation and training for positions of responsibility will be to study there. Scholarships would be made available to ensure that all have the opportunity to access these offerings.

Advantages flowing from such an educative scheme would be a broadening of the understanding of national and international security issues across the professions and trades, and a greater comprehension by individual Australians in leadership positions in all facets of national life of how the expertise and experience of their chosen careers are part of the national quest to preserve peace.

To ensure that the *Anzac Centre* is not lost within existing schools at the Australian National University, the Commission proposes that the centre be located in dedicated premises. That building would house both academic and teaching staff and visiting international scholars. It would provide a learning space, including lecture theatres and study facilities.

It would also provide an Anzac reflection space, which would be a dedicated commemorative area for the contemplation of peace and conflict — past, present and future — and a space for exhibitions of the works of Australian, New Zealand and international creative artists who explore topics related to peace and conflict. It may also host a school-based competition that displays the artwork of young Australians exploring those topics. The space would provide all Australians with the opportunity to visit the centre and to engage in the commemorative activities available.

The Commission believes that the commemorative space would complement the historical and reflective opportunities already available for those visiting Canberra, such as Parliament House, the Australian War Memorial, Old Parliament House, the National Gallery of Australia and the National Museum of Australia. It may become an integral part of any visit, especially for Australian youth.

To ensure the centre's autonomy and independence from the general business of the university, the Commission agrees that a strong governance framework would need to be considered. The Commission proposes that an independent board be created to provide high-level strategic direction to the centre. The board would bring fresh thinking and innovation to the centre's agenda in education, research and outreach to ensure that it meets the demands and expectations of its key stakeholders.

The Commission also proposes that the *Anzac Centre* be governed by an agreed charter that sets out the centre's vision, mission and strategic objectives. In particular, the Commission recommends that the charter include a requirement for the centre's reach to extend to younger Australians through such means as fostering debates on relevant topics at secondary schools throughout the nation.

The Commission believes that the establishment of the *Anzac Centre* will provide an enduring legacy that will relate the Anzac experience both to current and to future Australians, and will provide an appropriate commemorative facility in which to reflect on the service and sacrifice of those who have given their lives in the pursuit of peace.

Investigations by the Commission suggest that the creation of the *Anzac Centre* would require some initial government investment within the first 10 years, including to endow a chair in perpetuity and for a suitable building. It is expected the *Anzac Centre* would become substantially self-sustaining after 10 years on the basis of university fee income.

Albany

Many Australians are unaware that the city of Albany, Western Australia, has a rich Anzac heritage. In October 1914, it was the gathering point for ships carrying the Australian Imperial Force and New Zealand Expeditionary Force, which were later to become collectively known as the Anzacs. The ships carrying troops from New Zealand, Queensland, New South Wales, Tasmania and Victoria departed in convoy on 1 November 1914, before being joined at sea by ships carrying South Australian and Western Australian troops. A second convoy departed in late December 1914. Both convoys were protected by warships of the Royal Australian Navy. It was during this time that the HMAS *Sydney* was detached to remove the threat posed by the German cruiser *Emden* at the Cocos (Keeling) Islands.

Albany is the last part of Australia that these troops saw before commencing their training in Egypt and ultimately taking part in the landings at Gallipoli from 25 April 1915.

Due to Albany's significance in Australia's wartime history and, as submissions called for programs to be educative and inclusive and to have an element including re-enactments, the Commission recommends that a commemorative event be held in Albany and broadcast nationally. The event may be one of the first major commemorations after the commencement of the Anzac Centenary on 4 August 2014.

This event could include an assembling of vessels in King George Sound on the morning of 1 November 2014, representative of the convoy of 100 years ago. Wreaths could be laid on the sea in an official commemorative ceremony led by the Australian Defence Force and attended by government and other officials. In a display of modern solidarity, ships could be invited from allied countries that were former enemies, as well as Australia.

As public submissions called for programs to be both educative and inclusive, the Commission also proposes the development of an *Anzac Interpretive Centre* to be built on the contours of Mount Adelaide, Albany. The centre would be an all-weather facility built into the hill so as not to interrupt the skyline. It would offer 240-degree panoramic views of King George Sound, which is virtually unchanged since 1914.

The Australian Government has had success in the development of interpretive centres and materials at sites in Australia and overseas. The Office of Australian War Graves has developed and installed an interactive touch screen display at the Tyne Cot Visitor Centre in Zonnebeke, Belgium. The display includes an overview of the Australian connection with the Tyne Cot Military Cemetery. On the Western Front, France, the Australian Government has committed funding for the establishment of an *Australian Interpretive Trail*. The trail will improve visitors' understanding of the achievements and sacrifices of Australians in the main theatre of conflict during the First World War. At the Australian War Memorial, Canberra, a number of interpretive materials aim to assist Australians to remember, interpret and understand the Australian experience of war and its enduring impact on Australian society.

The Commission agrees that, based on the success of these domestic and international models, the *Anzac Interpretive Centre* could successfully provide the community with a way to engage on an educative level with the service and sacrifice of Australian men and women of the First World War.

The interpretive centre would house technology to allow visitors to pinpoint the position of the ships that departed on 1 November 1914 and to locate information about individual soldiers who were aboard. Visitors would be able to trace the soldier's journey from the moment he left Albany to the conclusion of his military service, through either his death or his return to Australia. The aim is to educate visitors, particularly schoolchildren, about First World War military history and the significant role of Albany, through the eyes and personal story of a soldier.

An important consideration is that the centre must be accessible, not only physically but also 'virtually' or remotely via the Internet, particularly for Australians who will not travel to Albany. A successful example of such a resource can be accessed via the website of the Australian War Memorial, London.³ The website allows people who are not able to travel to the memorial to utilise the search facility to locate the panel on which their town or the town of the serviceman or woman they are researching is located at the memorial and to access other interpretive material from the memorial. On a similar premise, the virtual creation of the *Anzac Interpretive Centre*, Albany, will ensure universal access to a valuable resource.

³ www.awmlondon.gov.au

The Commission agrees that the development of the *Anzac Interpretive Centre* will provide the public with not only an educative resource, but also a lasting physical and virtual legacy from the Anzac Centenary.

An Anzac Centenary motif

An important part of any program is the creation of an instantly recognisable symbol or motif, and the Commission agrees that the Anzac Centenary program is no different. It believes a motif that is strong, simple, readily understood and conveys an overall theme of excellence should be attached to the centenary program.

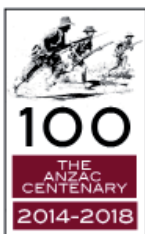
The Commission proposes that a single motif be created, incorporating an interchangeable component that could be used to identify specific commemorations. The motif could be used throughout the centenary.

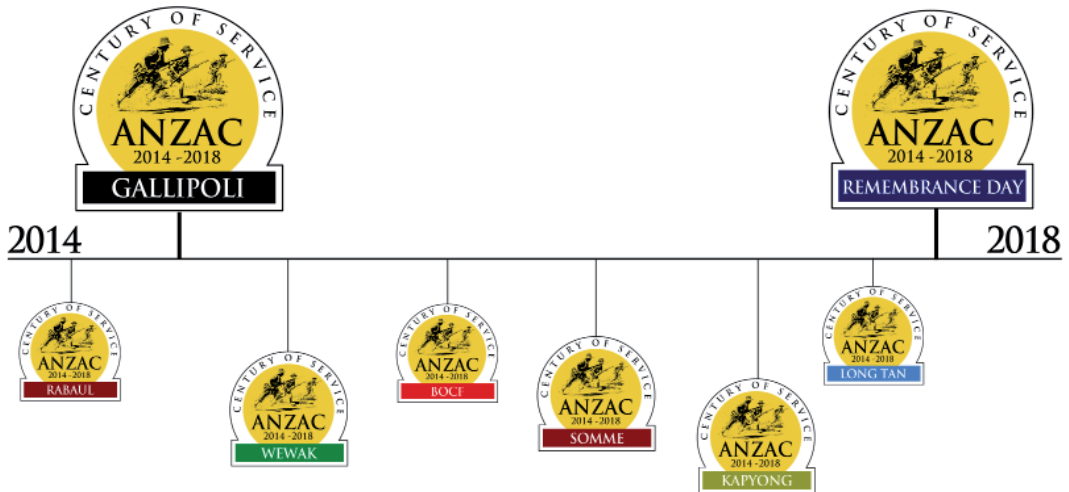
An interchangeable feature would give the motif flexibility. The motif could be used broadly, overarching the entire four-year program, or it could be developed to reflect specific programs.

For example, if the entire program was to be called *Century of Service*, the motif could then be modified to identify a specific conflict (*Century of Service — Korea* or *Century of Service — Timor*) or it could be adapted to represent single events (*Century of Service — HMAS Sydney* or *Century of Service — Long Tan*).

A theme and motif are yet to be commissioned by the government for the Anzac Centenary. A tender process would need to be undertaken to engage creative services to develop the motif. As part of that process, the motif would be independently focus tested. This process is required under the Commonwealth Procurement Guidelines and whole-of-government guidelines on advertising.

The following examples are for illustrative purposes only. The first five images reflect what a logo developed for the centenary period may incorporate. The final image shows a timeline, reflecting how a motif may be adapted throughout the centenary program to identify single conflicts or events.





A motif with an interchangeable component would give the commemorative program the ability to address specific requests and would be particularly useful for regional community commemorations (for example, *Century of Service — Gilgandra* or *Century of Service — Mulwaree Shire*).

Therefore, when the broader community is not involved in a major commemoration, the commemorative program has the ability to continue with minor commemorations at a level that does not contribute to commemoration overload or burnout.

An interchangeable feature would give the commemorative program the ability to remain fresh throughout the centenary period. The motif would almost re-invent itself, changing ever so slightly, tailored for any specific requirement when needed.

Accessing the motif

The Commission agrees that strict control of the motif should be retained throughout the centenary period. Any government department, community, group or organisation must seek permission through a governing organisation to utilise and/or adapt the motif for various commemorative purposes.

There are a number of mechanisms through which this may occur. For example, automatic use of the motif may be granted when a department, community, group or organisation receives centenary funding through the mechanisms set out in 'Funding considerations' (page 32). Alternatively, if a stakeholder group does not seek funding but still wishes to utilise the motif, it may apply for permission via an established process.

The Commission agrees that consideration will need to be given to the scope and shape of programs and activities that may be given permission to use the motif. A control and accreditation process may be established to ensure that the motif is granted only to programs and activities that are truly commemorative and mark the service and sacrifice of Australian servicemen and women in an appropriate and respectful manner.

Additionally, if the motif utilises the word 'Anzac', the Commission understands that the motif will be subject to protection and approval. Protection of Word 'Anzac' Regulations were made in 1921 under the *War Precautions Act Repeal Act 1920* (Cwlth) to protect the term, and any word that resembles it, from inappropriate use. Under the Regulations, no person may use the word 'Anzac', or any word resembling it, in connection with:

... any trade, business, calling or profession or in connection with any entertainment or any lottery or art union or as the name or part of a name of any private residence, boat, vehicle or charitable or other institution, or any building ... without the authority of the Minister for Veterans' Affairs.

While most uses of the word 'Anzac' require the authority of the Minister for Veterans' Affairs, there are a couple of uses that are excluded from that requirement under the Regulations:

- the use of the words 'Anzac Day' in connection with an entertainment held on 25 April itself or on consecutive days including 25 April. Under the Regulations, an entertainment is defined as including '... any exhibition, performance, lecture, amusement, game, sport or social gathering held or conducted for the purpose of raising money'
- the use of the word 'Anzac', or a word resembling it, in the name of a street, road or park containing or near a First World War or Second World War memorial (such placenames existing prior to 1921 are also permitted).

In all other cases, the Minister for Veterans' Affairs considers the merits of the individual application in deciding whether to approve a particular use. Generally, the use of the word 'Anzac' is not approved for any activity that is of a commercial nature and not in the spirit of commemoration. The Commission agrees that this would also be the case for applications to use the Anzac Centenary motif.



Future governance considerations

In addition to identifying the broad scope and shape of commemorative, educative and interpretive initiatives and activities for the Anzac Centenary, the Commission was also tasked with providing recommendations for governance considerations for the centenary period.

The Commission agreed that any new governance model should include a governing body tasked with overseeing the continuation of the proposals of the Commission, as well as providing the government with strategic advice regarding the planning and implementation of Anzac Centenary events and initiatives.

In order to progress the centenary program, the Commission proposes that an independent Anzac Centenary Advisory Board, supported by a range of advisory and stakeholder groups, be formed.

The purpose of the Anzac Centenary Advisory Board would be to provide strategic advice to the Minister for Veterans' Affairs regarding the planning and implementation of Anzac Centenary events and initiatives. The Board would recommend and report to the Minister but would not deliver Anzac Centenary initiatives directly (that will be done through existing government departments).

In addition to providing strategic advice to the Minister, it is proposed that the Board would also act as an interface between government and the Australian community. The Board would be a voice, advocate and disseminator of centenary activities and would assist in advancing the visibility of the Anzac Centenary program through public speaking, professional work, fundraising and outreach. In particular, Board members would assist in defining opportunities, sponsors and collaborators for the Anzac Centenary and in developing ties with potential philanthropic stakeholders.

The structure and purpose for the Board has been modelled on the highly successful Australia Day Board, which engages in activities similar to those proposed for the Anzac Centenary Advisory Board to provide advice on planned Australia Day events and activities and to acquire sponsorship as needed.

In fulfilling its purpose, the Anzac Centenary Advisory Board will bring a wider community perspective to the Anzac Centenary.

Although a board consisting of six members may seem ideal for such an undertaking, to ensure that the Anzac Centenary and the monumental initiatives proposed to take place during this period receive appropriate levels of coverage, expertise and community input, the Board may benefit by having 10–11 members. The members would be Australians prominent in their chosen fields. For example, members representing the arts, media and communications, the military, the ex-service community and the business community may be selected. Due to the nature of the business activities and the necessary links to bureaucratic process, the Secretary of the Department of Veterans' Affairs would be an ex-officio member of the Board.

The Board would provide advice to the Minister for Veterans' Affairs, who in turn would report to the Prime Minister. This would be an additional portfolio responsibility for the Minister and, accordingly, the ministerial title should reflect this. For example, the Minister for Veterans' Affairs may also be the Minister Assisting the Prime Minister on the Anzac Centenary, in the same way that the then Minister for Sport and Tourism also became the Minister Assisting the Prime Minister on the Sydney 2000 Olympic Games.

The Board would be informed by a range of advisory and stakeholder groups, which would provide critical background information on key initiatives and sound advice on Board proposals. Members of the Board would chair advisory groups according to their background, expertise and personal links to key stakeholders in various communities. It is suggested that advisory groups may include the following:

- *Cultural and Military History Advisory Group*

This group would be responsible for advising the Board on military and cultural history, both Australian and that of other relevant nations. The group would provide details as requested regarding key dates, facts and figures, which would inform the Board's advice to government about events and initiatives related to military operations and engagements. The group would also provide advice on any products or programs that have specific historical content. It would engage with historians and other keepers of relevant cultural capital on centenary commemorations. Other relevant expertise may be required on an as-needed basis. Membership of the group would include the Australian Official Historian, as well as representatives of the Australian Defence Force's relevant history areas, universities and the Australian War Memorial.

- *Business Community Advisory Group*

This group would be responsible for advising the Board on opportunities for business and commercial participation in the lead-up to and during the commemorative period. This would include plans and/or contributions by members of the Australian business community relating to sponsorship; philanthropy; for-profit and not-for-profit ventures; partnerships with the government, non-government and community sectors; and local, state, national and international interests and operations. The group would be made up of representatives of business and commercial peak bodies such as the Australian Business Council, as well as experts in the public sector, legal and financial fields.

- *Ceremonial and Commemorative Program Advisory Group*

This group would be responsible for advising and informing the Board on commemorative and ceremonial activities planned for and implemented in the lead-up to and during the commemorative period. It would be made up of representatives with expertise in the areas of military art (ceremonial), ceremonial event delivery (staging and planning) and community engagement. Australian Defence Force representation would review and advise on strategic commitments and capabilities. Other relevant expertise may be required on an as-needed basis. Membership of such a group would include relevant ceremonial areas within the Australian Defence Force, ex-service organisations, event delivery companies/organisations or individuals with specific experience in the delivery of ceremonies, and the Repatriation Commissioner (Department of Veterans' Affairs).

- *State and Territory Governments Advisory Group*

This group would be responsible for advising the Board on the range and scope of state-administered commemorative events and activities being held in various locales throughout the centenary period. The group would also advise the Board as requested on state-specific matters, such as various regional and rural centres where national activities may be held, and provide advice regarding state and territory populations, histories and commemorative budgets.

In addition to advisory groups, it is proposed that the Board would also meet with key stakeholders to ensure that a range of qualified views, opinions and input are sought as necessary. For example, to ensure that international views and input are considered and included, especially for events that require joint planning between nations, the Board would meet with ambassadors and high commissioners to Australia from countries such as the United Kingdom, New Zealand, France, Belgium, Canada, Ireland, Papua New Guinea, Japan and Turkey.

As the Board will act as an interface between government and the community, it is important that strong links are formed across government to ensure that the work of the Board and the wants of the public are being communicated to government and, conversely, the work of government is being communicated to the Board. To ensure that this occurs, an interdepartmental working party would be established. The working party will consist of members from various departments who have direct planning and management responsibilities for various aspects of programs or initiatives being held throughout the centenary period. The working party will be chaired by the Secretary of the Department of Veterans' Affairs.

The Department of Veterans' Affairs, as the lead agency for the organisation and management of the Anzac Centenary, would provide administrative assistance to the Board. This would include secretariat support and the coordination and dissemination of the Board's advice to government. In addition to centenary responsibilities, the Department will continue to act as the lead agency for the planning and delivery of Anzac Day services at Gallipoli and Villers-Bretonneux.



Media and communication considerations

Once the Australian Government has decided on the shape and scale of the Anzac Centenary commemorative program, a comprehensive communication strategy will need to be developed. The Commission has discussed a possible framework that may be considered for that strategy, including communication tools and elements.

Any developed strategy needs to address components such as research, individual media campaigns, media relations, message development and intended audience. It also needs to address the government process for managing communications for the centenary period.

This section outlines some of the elements listed above, which have been discussed by the Commission, including potential ideas and processes.

Campaign ideas

On behalf of the Commission, the Department of Veterans' Affairs identified some possible communication campaigns that could be delivered in the lead-up to the commemorative period. For example, a story campaign that focuses on sharing the personal stories and experiences of our past and present servicemen and women may be developed. It would have both a local and a national focus and would establish a library of personal stories, which could be gathered from various sources, including established institutions and archives, interviews with current and ex-servicemen and women, and through local community engagement.

A history campaign could be developed, focusing on educating Australians of all ages about our wartime history. The campaign could utilise the personal story library to highlight specific sections of Australia's wartime history. It could focus on untold or lesser known events in military history, stories and experiences at the local level, and stories of national interest.

Many of the public submissions received by the Commission focused on involving schoolchildren in the centenary commemorations. To achieve that, a school story competition including both creative and educative elements could be developed. Students would be invited to submit entries in the form of a song, poem, advertisement, artwork or related piece. Various prizes may be awarded, and entries could be displayed at events and activities during the centenary.

The Commission also discussed the need for a general mass media campaign in the lead-up to the start of the Anzac Centenary, to develop awareness of the centenary commemorations and to promote various activities in particular areas.

Media relations

For the ultimate success of the Anzac Centenary, it is important that the Australian media be engaged to help promote clear and consistent messages about the activities planned for the commemorative period. The Commission agrees that the media will play a significant role in disseminating public information about the Anzac Centenary that is well informed, comprehensive, timely, accessible and equitable across all sectors of the community.

Of course, the media will approach coverage of the centenary according to their own priorities and in the format and style that is most suitable to their audiences. However, there will be an opportunity to use an accreditation system for individual journalists, which would give them an official status in centenary reporting. This, in turn, would give government the ability to work with those journalists in producing meaningful and responsible messaging.

In addition to accreditation, the government would develop a set of guidelines or a 'media protocol' to be distributed to all media outlets to assist them in the coverage of the centenary. The guidelines would contain helpful information and tips to ensure the accuracy of stories. They would include a list of trusted sources that media can use to access relevant content, contact information for interviews, a glossary of terminology to use and to avoid, and a snapshot of key historic dates and anniversaries.

Communication strategy

In addition to a full media relations plan, the lead government department would also need to develop a communication strategy for the centenary commemorations. Further research and consultation would need to be undertaken with the public about proposed activities and information materials.

The Commission notes that a communication audit will need to be conducted to consider information held by stakeholders, including the National Archives of Australia, the Australian War Memorial, the Royal Australian Mint, historical societies, national and state libraries, Australia Post, museums, and other institutions and ex-service organisations.

The Commission suggests that social media elements be included in all relevant aspects of the communication strategy. For example, such tools as Facebook, Twitter and YouTube should be utilised.

Target audiences

The Commission identified a number of target audiences for the centenary period. Those audiences should be considered in the development of any communications strategy and any media-specific ideas. They include the Australian community; veterans and their families; widows and widowers; current serving and former serving Australian Defence Force members; ex-service and community organisations; Australian Defence Force organisations; state and territory governments; various international audiences; business leaders; community leaders; schools; Australian media; and the Australian Government.



Funding considerations

In order to encourage and enable the greatest level of public participation and community ownership of events and activities to commemorate the Anzac Centenary, funding needs to be made available to support a broad range of commemorative projects.

Funding should be available through a number of avenues to assist institutions, organisations and community groups to develop and implement commemorative activities, a number of which will provide a lasting legacy for the community. The funding programs should be additional to, but also complement, government-funded national commemorative activities that will occur through the centenary period.

It should be acknowledged that a number of proposals may require a modest amount of initial or 'seed' funding to be costed and fully developed. For example, the Albany *Anzac Interpretive Centre* would require seed funding to undertake scoping, design and costing of the centre; further funds would be sought through other avenues, including those listed below, for the building and furnishing of the centre.

In addition to the current *Saluting Their Service* commemorative grants program, the Commission suggests that funding be made available through a community grants program; through established funding for cultural institutions and material; and through co-funding or sponsorship arrangements. Programs funded through these means may then be eligible to utilise the motif developed for the Anzac Centenary.

Community grants program

Under the *Australia Remembers 1945–1995* program that marked the 50th anniversary of the end of the Second World War, and the subsequent 60th anniversary in 2005, federal members of parliament were each allocated a set sum of funds (\$20,000 in 1995 and \$10,000 in 2005) to support commemorative projects, activities and events in their electorates, thereby heightening awareness of the commemorative anniversary.

Members of parliament promoted the program in their electorates and assessed and prioritised applications received from eligible organisations. Recommended applications were provided to the Minister for Veterans' Affairs for final approval of the grant funding. The Department of Veterans' Affairs administered the program and liaised with the grant recipients to provide the grant and seek acquittal of the funds after the projects had been completed.

With consideration of Commonwealth financial, legal and audit requirements, funding guidelines and procedures for the grant process would be developed. It is expected that these procedures for the Anzac Centenary would be similar to the procedures used for *Australia Remembers 1945–1995* and the 2005 commemorations.

Funding for cultural institutions and material

Many cultural institutions hold material that is of historical and cultural significance to Australia. Often, with the support of the Australian Government, they provide opportunities for Australians to experience and enjoy our rich cultural heritage through contemporary cultural exhibitions and activities.

As exhibitions are very costly to produce, funding should be available to subsidise exhibitions held at cultural institutions. Exhibitions or activities considered for funding would need to have a connection to one or more of the significant anniversaries during the centenary period and must enhance the commemoration of those anniversaries, as well as adding to the public's appreciation of Australia's wartime heritage and experiences.

Significant funding for cultural institutions would need to be provided in the years preceding the Anzac Centenary for the exhibitions to be programmed and produced. Bipartisan support for these activities would need to be assured.

The Commission is aware that, in addition to material held by cultural institutions, private collections with historical and cultural significance also exist. Other collections also lie undiscovered or forgotten. For example, the Channel 7 *Sunday Night* program recently reported the discovery of a collection of First World War glass plate negatives taken by the Louis Thullier studio in Vignacourt, France, between 1916 and 1919. The Commission recommends that early investment be made in the preservation and digitisation of these types of collections.

Co-funding or sponsorship arrangements

Private-sector companies, organisations and community groups that develop events or activities to commemorate the Anzac Centenary could be eligible for co-funding from the Australian Government.

Where an organisation or group raises a significant proportion of funding to undertake a commemorative event, the government may consider co-funding the event. This would only occur if the event is considered to be fundamental to community participation and commemoration of the Anzac Centenary. The organisation or group would be required to show that attempts to secure all other sources of funding had been unsuccessful and that the activity would not progress if further funding is not secured.

In addition, the Commission agrees that, while there will most likely be a taxpayer-funded component for commemorative events and ceremonies throughout the Anzac Centenary, corporate Australia should be invited and encouraged to contribute via sponsorship arrangements.

Corporate sponsorship has been used successfully during other significant Australian anniversaries, such as the Centenary of Federation in 2001. Events that receive corporate sponsorship may be eligible to utilise the official Anzac Centenary motif to advertise the event; however, this would need to be strictly monitored to ensure that events are respectful and appropriate to the centenary.



Commemorating the Anzac Centenary – next steps

In this report, the National Commission on the Commemoration of the Anzac Centenary has identified a broad range of concepts that Australians want to be considered for the centenary period, including concepts related to the themes of *Education, Community engagement, Support and collaboration, Infrastructure and capital works, and Commemorative dates.*

Drawing on those concepts, the Commission has made specific recommendations for proposals that may be considered for the centenary, including an *Anzac Centre for the Study of Peace, Conflict and War* (the *Anzac Centre*); a travelling exhibition titled *The Anzac Century – A Journey of Australian Service*; an *Anzac Interpretive Centre*; a program for the refurbishment and enhancement of memorials, cenotaphs, honour rolls and avenues of honour; and a significant national commemorative event.

These concepts and specific proposals recognise the need to not only commemorate the centenary, but to leave a lasting legacy for the Australian people.

If these proposals are accepted, to progress them the Commission recommends a series of next-step actions that will need to be implemented by government. Cognisant of the processes of government, the Commission suggests that a number of those actions be advanced as soon as possible.

Although funding for the Anzac Centenary commemorations may not be approved or provided for several years, a decision on the governance model should be made without delay. The governance structure and its implementation are essential to ensuring that the commemorative program is developed productively in the lead-up to and during the centenary period. A formal governance structure would shape the arrangements for stakeholder planning and engagement, and provide the responsibility and capacity for undertaking tasks. A decision on the governance model, including reporting relationships, would allow the government to consult and communicate with key stakeholders under a definitive and unambiguous structure.

To advance the planning of Anzac Centenary activities, the Australian Government should commence discussions with key stakeholders to develop detailed project plans, costings, guidelines and communication strategies. The Commission agrees that a bipartisan whole-of-government approach to the centenary is necessary, and that interdepartmental working parties could be established to assist with the planning.

A number of significant commemorative anniversaries will occur before the Anzac Centenary period commences, and some events will need to be developed prior to Anzac Day 2015. The Commission recommends that a comprehensive project outline be developed for the 2012–2015 period. That working document would be the basis for funding bids, inform stakeholders of required functions, and allow the development of an overarching communications strategy for the period.



Appendix 1 Terms of reference

National Commission on the Commemoration of the Anzac Centenary

On 25 April 2010, the then Prime Minister, the Honourable Kevin Rudd, MP, announced the formation of the National Commission on the Commemoration of the Anzac Centenary. Mr Rudd also announced the original members of the National Commission as the Right Honourable Malcolm Fraser, PC, AC, CH; the Honourable Bob Hawke, AC; and Rear Admiral Ken Doolan, AO, RAN (Ret'd). Subsequent additions to the National Commission have been announced by the Minister for Veterans' Affairs, the Honourable Alan Griffin, MP.

Terms of reference

Purpose

The National Commission will undertake public consultation on how government should most appropriately mark the Anzac Centenary 2014–2018. The National Commission will provide recommendations to government on the broad scope and shape of commemorative, educative and interpretive initiatives and activities, and the governance process for the commemorative program.

Terms of reference

The Anzac Centenary is understood to include not only the centenary of the Gallipoli landings in 2015, but also other significant milestones that occur from 2014 up to and including the centenary of Armistice Day in 2018, and a century of service in war, defence and peacekeeping.

The National Commission will undertake a public consultation on how to most appropriately mark the Anzac Centenary, including:

- a call for public submissions
- discussions with key stakeholders, including
 - ex-service organisations
 - national cultural institutions, including the Australian War Memorial
 - state and territory governments, and representatives of local government
 - representatives in Australia from the New Zealand, Turkish and United Kingdom governments.

In doing so, the National Commission will consider and provide advice to government on options for how best to:

- acknowledge and commemorate a century of service and sacrifice by the men and women who have served Australia and its allies in war, defence and peacekeeping
- explore the legacy of the First World War for Australians and what this means for the future.

The National Commission will also need to consider the interests of New Zealand and Turkey in centenary commemorations at Gallipoli on 25 April 2015, as well as the interests of other key nations in commemorations to mark the centenary of Armistice Day on 11 November 2018.

The National Commission should provide a report to the government with recommendations covering the broad scope and shape of commemorative, educative and interpretive initiatives and activities for the commemorative program, as well as an outline of the governance process to support the program's implementation.

The commemorative program should consider the following themes:

- *Century of service*
- *Community engagement*
- *Infrastructure and capital works*
- *Education, public awareness and community access*
- *Commemorative services*
- *International relations and cooperation.*

The National Commission is required to report to government early in 2011.

The role of Australian Government agencies

The Department of Veterans' Affairs (DVA) is the lead Australian Government agency in the planning for the Anzac Centenary. DVA will provide secretariat and material support to the National Commission.

The Secretary of DVA chairs an interdepartmental working party (IDWP) comprising representatives from several Australian Government agencies and some statutory authorities, including the National Archives of Australia and the Australian War Memorial. The IDWP provides a mechanism for the National Commission to seek information from Australian Government agencies as part of its investigations.

August 2010



Appendix 2 Commission members

Mr Warren Brown

Warren Brown's passion for Australia's history is well known. He has been involved in various commemorative programs since the Australian Government's *Australia Remembers 1945–1995* campaign in 1995, when he served as a committee member for *Back to the Track*, a pilgrimage for veterans commemorating the building of the Stuart Highway from Alice Springs to Darwin during the Second World War.

Since 2006, he has been the overnight host at Gallipoli on Anzac Day and the pre-service host at Lone Pine.

At the age of 13 he joined the RAAF Air Training Corps, eventually becoming an adult instructor before enlisting in the Australian Army Reserve, where he received the award for Best Recruit.

He is the full-time editorial cartoonist for the Sydney Daily Telegraph and has won numerous awards, including gold medals for National Cartoonist of the Year and National Cartoon of the Year, the Stanley Award for ACA Best Editorial — Pictorial Cartoonist, the NSW State Library People's Choice Award and an award for the National Museum of Australia's *Behind the Lines* exhibition.

He created cartoons for the ABC TV political discussion program *Difference of Opinion*, is a regular guest on *Insiders* and was a 'brains trust' panellist on *The Einstein Factor*. He was a presenter on the ABC TV history program *Rewind* and hosted the history series *National Treasures* and *The Prime Ministers' National Treasures*. He was both a history consultant and an interviewee for the Crime Investigation Network's series *Tough Nuts — Australia's Hardest Criminals* and for the upcoming History Channel series, *Tony Robinson Explores Australia*.

Warren has been an Australia Day Ambassador since 2001.

In 2005, he co-conceived and implemented *Peking to Paris*, a re-creation of the world's first great long-distance car race across Asia and Europe, using five 100-year-old cars, which was filmed as a four-part documentary series for the ABC and nominated for the Logie Award for Best Documentary. In 2006, Warren and his co-driver, Lang Kidby, were presented with *Australian Geographic's* Spirit of Adventure Award.

A regular on ABC Radio, Warren hosted the national program *The Weekender* for two years, and was twice a finalist in the ABC Local Radio Awards, for both Best New Talent and the Paul Boddington Award for Outstanding Radio Feature by an Individual for his two radio specials, *Gallipoli Now*.

In 2008, he was selected as one of three hosts for *Top Gear Australia*, broadcast on SBS.

Warren is the proud son of an RAAF Lancaster Air Gunner who served in 460 Squadron during the Second World War, and the grandson of a First AIF infantryman who served in France.

Rear Admiral Ken Doolan, AO, RAN (Ret'd)

Ken joined the Royal Australian Navy as a 13-year-old Cadet Midshipman in January 1953 and completed full-time service in December 1993 in the rank of Rear Admiral. He served in the destroyer HMAS *Vampire* during the Confrontation with Indonesia in 1966 and in the guided missile destroyer HMAS *Perth* in 1970–71 during the Vietnam War. He was the first Commanding Officer of the amphibious heavy lift ship HMAS *Tobruk* and commanded the guided missile destroyer HMAS *Brisbane* in the mid-1980s. During the Gulf Crisis and Gulf War of 1990–1991, Ken was Maritime Commander, Australia, and in that role was Operational Commander of all Australian combatant forces deployed to that conflict.

He was appointed an Officer in the Military Division of the Order of Australia in January 1991.

Since leaving the Navy, Ken has filled several remunerated and honorary positions. They have included membership of the Defence Force Remuneration Tribunal, National Secretary of the Order of Australia Association and President of the Australian Institute of Navigation (2007–09). He has also written several books and established a publishing firm.

After serving as a member of the National Defence Committee of the Returned & Services League (RSL) of Australia for many years, Ken was elected National President of the RSL in September 2009. Other appointments have included Chairman of the Forces Entertainment Board, membership of the Council of the Australian War Memorial, and Vice President of the Australian Institute of Navigation (2009–ongoing).

Ken and his wife, Elaine, reside on a small rural property in southern New South Wales. They have three children and three grandchildren.

The Rt Hon Malcolm Fraser, PC, AC, CH

Malcolm Fraser was born in Melbourne on 21 May 1930 and educated at Melbourne Grammar and Oxford University, where he took his degree in philosophy, politics and economics, graduating in 1952. He is the son of the late J Neville Fraser, LLB. His grandfather, Sir Simon Fraser, immigrated to Australia from Nova Scotia in the late 1840s, and was elected to the first federal Senate in 1901, having been a delegate in 1897–98 to the convention that drafted the Australian Constitution.

Shortly after his return to Australia, Malcolm Fraser gained Liberal Party preselection for the electorate of Wannon in south-west Victoria and was elected to the Federal Parliament in 1955 during the Menzies government. As a private member, he was Chairman of the Government Members' Defence Committee from 1963 to 1965 and a member of the Joint Parliamentary Committee on Foreign Affairs from 1962 to 1966.

He was also Secretary of the Government Members' Committee on Housing, Food and Agriculture, Industrial Relations, Research and Science and Communications. In 1964 he was appointed as a member of the Council of the Australian National University, on which he served until January 1966.

In 1964, the United States Government invited Malcolm Fraser, as a representative of the government party, and Mr Whitlam as a member of the opposition party, to visit America for two months. This was the inaugural visit by Australian parliamentarians under a scheme

set up by the United States to enable prominent members to gain an understanding of that country and to study those aspects of American policy and administration in which they had a special interest. Before returning to Australia, Mr Fraser toured South-East Asia extensively, including visits to Vietnam, Malaysia and Singapore.

In 1965, as a private member, Mr Fraser visited Indonesia during the period of confrontation and studied many aspects of that country's government and its relations with Australia.

Malcolm Fraser was first appointed to the ministry with the Army portfolio in January 1966, and in February 1968 he was promoted to Cabinet rank with the post of Minister for Education and Science. He was appointed Minister of State for Defence on 12 November 1969. As Minister for the Army, Mr Fraser made visits to Vietnam in January 1966 and July 1967. During his 1966 mission, he also visited the Philippines, Thailand, Laos and Malaysia, including the Malaysian Borneo states, and also Brunei.

As Minister for Education and Science, he was sent abroad as leader of an Australian cultural mission to Italy in April 1969 and as the representative of the Australian Government at the Singapore 150th Anniversary celebrations in August 1969. In 1970, following his appointment as Minister for Defence, he visited Vietnam, the United States and New Zealand.

Mr Fraser resigned his Defence portfolio on 8 March 1971.

He was re-appointed to the ministry with Cabinet rank on 20 August 1971 and served as Minister for Education and Science until the change in government at the 2 December general election in 1972.

In January 1973, he was appointed Liberal Party spokesman on primary industry. On 3 August 1973, he was appointed Liberal Party spokesman on labour and immigration, and was later appointed opposition spokesman solely on labour relations.

On 21 March 1975, Malcolm Fraser became the Leader of the Opposition.

On 11 November 1975, following the dismissal of the Labor Prime Minister, Mr Fraser was appointed Prime Minister of a caretaker government pending the outcome of a general election.

Under Mr Fraser's leadership, the Liberal and National Country Party Coalition achieved a record majority in the ensuing 1975 election. Mr Fraser's government was re-elected in the two succeeding elections, in 1977 and 1980. On 25 February 1983, Mr Fraser became Australia's second-longest-serving Prime Minister. He resigned from the parliament in April 1983 after nearly 28 years as the Member for Wannon.

Mr Fraser was appointed to the Privy Council on 25 February 1976 and was appointed a Companion of Honour on 26 January 1977. In Washington, in September 1980, B'nai B'rith International presented Mr Fraser with its President's Gold Medal for Humanitarian Services. He was appointed a Companion of the Order of Australia on 13 June 1988.

Mr Fraser has also been appointed to the following honorary positions:

- Honorary Doctor of Law
University of South Carolina, July 1981
- Honorary Fellow
Magdalen College, Oxford, November 1982
- Honorary Vice President
Oxford Society, June 1983

- Senior Adjunct Fellow
Center for Strategic and International Studies, August 1983
- Honorary Vice President
Royal Commonwealth Society, October 1983
- Distinguished International Fellow
American Enterprise Institute for Public Policy Research, January 1984
- Fellow for International Council of Associates
Claremont University, April 1985
- Member of the Byrnes International Advisory Board
University of South Carolina, May 1985
- Fellow of the Center for International Affairs
Harvard University, September 1985
- Honorary Doctor of Letters
Deakin University, Geelong, December 1989
- Honorary Doctor of Laws
The University of Technology, Sydney, April 2002
- Honorary Doctor of Laws
Murdoch University, Perth, September 2002
- Honorary Doctor of Laws
University of New South Wales, Sydney, May 2003
- Grand Cordon of the Order of the Rising Sun (imperial honour, Japan), November 2006
- Professorial Fellow
Asia Pacific Centre for Military Law, University of Melbourne, October 2007
- Honorary Doctor of Laws
Monash University, Melbourne, May 2010.

Mr Fraser has been a member of the InterAction Council for Former Heads of Government since its inauguration in 1983 and is currently Honorary Chairman.

In September 1985, Mr Fraser chaired the United Nations hearings in New York on the role of multinationals in South Africa and Namibia. He was Co-Chairman of the Commonwealth Committee of Eminent Persons, formed to encourage a process of dialogue and reform in South Africa. In 1989, he was appointed Chairman of the United Nations Committee on African Commodity Problems, which reported to Secretary-General de Cuellar in June 1990.

Malcolm Fraser was Chairman of CARE Australia from 1987 to December 2001. He was President of CARE International from 1990 to 1995 and was Vice President from 1995 to 1999. The Human Rights and Equal Opportunity Commission awarded him the 2000 Australian Human Rights Medal.

Mr Fraser was an International Crisis Group board member from 1996 to 2000 and a senior adviser to the group from 2000. From 2001, he was a board member of the Australian International Health Institute (The University of Melbourne) Ltd.

In December 2001, Mr Fraser helped to establish Australians for Just Refugee Programs Inc., whose purpose was to promote the observance of international human rights and international refugee conventions adopted by Australia for those seeking refuge or asylum in Australia. In 2005, the group became A Just Australia and Mr Fraser continued his association.

Mr Fraser was Joint Patron of the Journey of Healing, National Sorry Day Committee from 2002 to 2006. Since 2007, he has been Patron of the Stolen Generations Alliance (Australians for Healing, Truth and Justice).

In 2002, Mr Fraser published his book *Common ground — issues that should bind and not divide us*. He was a founder of The Justice Project, set up in 2004 to stand up for basic human rights in our society. In 2006, he founded the Australians All website⁴, which is dedicated to opposing all forms of racism and discrimination, selectivity in the application of the law and public policy that seeks to divide or exclude.

The Malcolm Fraser Collection⁵, which is held at the University of Melbourne Law School, was launched in October 2007.

In 2009, Mr Fraser founded an Australian group to support the work of the International Commission on Nuclear Non-proliferation and Disarmament (founded by Prime Minister Rudd), to promote international cooperation in forging a world free of nuclear weapons.

In March 2010, *Malcolm Fraser: the political memoirs*, by Mr Fraser and Margaret Simons, was published by Miegunyah Press.

Mr Fraser is married to Tamie. They have four children and ten grandchildren. He likes to devote any spare time to his interests of photography, fishing, golf and vintage cars.

The Hon Bob Hawke, AC

The Hon Bob Hawke was born in South Australia in 1929. After completing his education at the University of Western Australia with Bachelor of Laws and Bachelor of Arts (Economics) degrees, from 1953 to 1955 he studied at Oxford University under a Rhodes Scholarship, graduating with a Bachelor of Letters degree.

In 1956, he returned to Australia to take up a research scholarship at the Australian National University, and in 1958 became Research Officer and Advocate with the Australian Council of Trade Unions (ACTU). He was ACTU President from 1970 to 1980.

In 1980, he was elected to the Federal Parliament, and in February 1983 became the Leader of the Opposition. He led the Labor Party to victory in the general election in March 1983 and, in winning three successive elections, became Australia's longest-serving Labor Prime Minister. He ceased to be Prime Minister in December 1991 and resigned from the parliament in February 1992. In August 2009, Mr Hawke was given National Life Membership of the Australian Labor Party.

His post-parliamentary career has included his appointment as Adjunct Professor in the Research School of Pacific Studies and Social Sciences at the Australian National University; Honorary Visiting Professor in Industrial Relations at the University of Sydney; and member of the Advisory Council of the Institute for International Studies at Stanford University.

He is an Honorary Fellow at the University College, Oxford, and holds honorary degrees from the University of Western Australia, Nanjing University of China, the Hebrew University of Jerusalem, the University of New South Wales and the University of South Australia. He holds an Honorary Doctorate of Civil Law, Oxford University, and an Honorary Doctorate of Humanities, Rikkyo University, Tokyo.

⁴ <http://australiansall.com.au>

⁵ www.unimelb.edu.au/malcolmfraser

Mr Hawke was made a Companion of the Order of Australia in 1979 and, in October 2009, was awarded by the Papua New Guinea Government the highest award for non-citizens, the Grand Companion of the Order of Logohu.

His current honorary positions include:

- Member of the Advisory Council, the United States Studies Centre at the University of Sydney
- Member of the Board of Advisers of the Boao Forum for Asia
- Member of the International Advisory Council of the Australian American Leadership Dialogue
- Chairman of the Hawke Research Institute Advisory Board at the Bob Hawke Prime Ministerial Centre, University of South Australia
- Chairman of the Committee of Experts on Membership of Education International
- Chairman of the Trade Union Education Foundation
- Member of the Advisory Board, Deliberative Issues Australia
- Patron of the Australian Institute of Employment Rights
- Patron of Indigenous Engineering Aid.

Major Matina Jewell (Ret'd)

Major Matina Jewell (nee Stanfield) was born and raised in the picturesque hinterland of Byron Bay, northern New South Wales. An active sportswoman, Matina played multiple sports at state level and represented Australia internationally in volleyball. She joined the Australian Army in 1994, gained a Bachelor of Science and a Masters in Project Management, and went on to serve for 15 years in the Royal Australian Corps of Transport.

During her Army career, at just 24 years of age, Matina was promoted to acting Major, commanding the Army Department and Amphibious Operations on HMAS *Kanimbla*. Her career saw her working with elite United States Navy Seals, fast-roping from Navy Sea King helicopters, and becoming one of the very few females in the Australian Defence Force to qualify as a Navy diver.

Matina has deployed on five overseas operational missions. While with HMAS *Kanimbla*, she saw active service twice, on the second occasion in the north Arabian Gulf in the early stages of the war on terror. As Adjutant at 9th Force Support Battalion, Matina deployed for a second time to Solomon Islands as part of the multinational intervention force in 2003. In 2005, she served as a United Nations peacekeeper in Syria (Golan Heights) and then in Lebanon as part of the United Nations Truce Supervision Organization (UNTSO).

It was during her time working as the only Australian at the UNTSO Patrol Base (PB) Khiam, on the border between Israel and Lebanon, that war broke out in July 2006. PB Khiam was in the midst of full-scale war. After a week of dangerous near-misses and direct hits from artillery fragments to PB Khiam, Matina conducted a scheduled team rotation using UN armoured vehicles. While commanding this convoy, Matina was seriously injured, sustaining five fractured vertebrae when her vehicle was forced to take evasive action. Just days after Matina left the base, PB Khiam was destroyed by an Israeli fighter jet, killing all of her team-mates manning the position.

Matina speaks both Arabic and Bahasa Indonesia, and is the recipient of six Australian Defence Force service medals and of two war decorations from the Lebanese Government.

Retired from active duty as a result of the injuries she sustained in the Lebanon War, today Matina donates her time as the Ambassador of the Australian Peacekeepers and Peacemakers Veterans' Association and Ambassador for the Australian Peacekeeping Memorial Project.

Matina's service as a UN peacekeeper during the 2006 Lebanon War was the subject of a two-part ABC documentary titled 'The Blue Beret' on the program *Australian Story* that aired in May 2010. Her book, *Caught in the crossfire*, will be launched by Allen & Unwin in May 2011.

Ms Kylie Russell

Kylie Russell was born in Perth in 1973, and continues to live there today with her partner, Malcolm, and daughter, Leisa.

Kylie completed her training as a registered nurse in 1993, and commenced employment at Fremantle Hospital in 1994. In 1995, she married Andrew Russell, a trooper in the Special Air Service Regiment.

Kylie specialised as a surgical nurse and, in 1998, began her role as nurse educator. In 1999, she volunteered to work in East Timor and, on returning to Australia, joined the Australian Army Reserve as a Nursing Officer. Kylie left the Army Reserve on the birth of her daughter in February 2002, and the loss of her husband, Sgt Russell, who was killed in action in Afghanistan.

The loss of her husband inspired Kylie to be an advocate for Defence widows and serving and past members of the Department of Defence. She is a member of the Australian Special Air Service Association, which involves representation on the Department of Veterans' Affairs Emerging Issues Forum.

Kylie continues to work in nursing, both at Fremantle Hospital as a part-time Clinical Nurse Manager of a short-stay surgical unit, and as the Clinical Coordinator for the School of Nursing at Notre Dame University, Fremantle. She is currently completing her PhD in Nursing, focusing on the support provided for student nurses in the clinical setting.


Kylie is passionate about individuals receiving a fair go through encouragement and support.



Appendix 3 Advertisement for submissions

The advertisement below was published in national and metropolitan newspapers on Saturday 10 July 2010, and either on that day or during the following week (depending on publication day) in regional newspapers.

ADVERTISEMENT



ANZAC CENTENARY


HOW SHOULD AUSTRALIA COMMEMORATE THE ANZAC CENTENARY?

The Anzac Centenary provides us with the opportunity to remember those who have fought and served in all the wars and conflicts of the last hundred years, as well as those who stayed behind: the families, friends and communities who suffered the loss of those who would never return, and provided sanctuary to those who did.

Share your ideas on how the Australian community can honour and remember this important chapter in history, and the legacy that remains today.

All Australians—every school, community and ex-service organisation—are asked to put their ideas and suggestions forward to a National Commission about how the Australian community can be engaged to mark the Anzac Centenary.

You can have your say through a public submission process that will be open until 17 September 2010.



FOR INFORMATION ABOUT HOW TO MAKE A SUBMISSION
visit www.anzaccentenary.gov.au
or
phone 133 254 or
1800 555 254 for regional callers

Authorised by the Australian Government, Capital Hill, Canberra

Australian diggers, Anzac Day 2010, Iraq, Department of Defence

The advertisement appeared in the following newspapers:

- national
 - *Australian Financial Review*
 - *The Weekend Australian*
- metropolitan
 - *The Advertiser* (Adelaide)
 - *The Courier-Mail* (Brisbane)
 - *The Canberra Times*
 - *The Daily Telegraph* (Sydney)
 - *The Sydney Morning Herald*
 - *The Mercury* (Hobart)
 - *The Age* (Melbourne)
 - *Herald Sun* (Melbourne)
 - *Northern Territory News*
 - *The West Australian*
- regional
 - *The Border Mail* (Albury–Wodonga)
 - *The Advocate* (Burnie)
 - *The Cairns Post*
 - *The Geelong Advertiser*
 - *Gold Coast Bulletin*
 - *Illawarra Mercury* (Wollongong)
 - *The Examiner* (Launceston)
 - *The Newcastle Herald*
 - *The Chronicle* (Toowoomba)
 - *Townsville Bulletin*.



Appendix 4 Consultation process

Public submissions

The National Commission on the Commemoration of the Anzac Centenary launched a public submission process on 6 July 2010, calling for members of the Australian public to submit their views and ideas on how the Anzac Centenary period could be best commemorated.

The process was designed to provide an opportunity for all Australians to have their say about the centenary. The Australian Government sought to hear ideas and suggestions from individuals, schools, and community and ex-service organisations about ways in which the Australian community can be engaged to mark the centenary period and commemorative interval. The closing date for submissions was 17 September 2010, although submissions continued to be accepted and considered by the Commission until 31 December 2010.

The submission process was administered by the Department of Veterans' Affairs on the Commission's behalf. Information on how to make a submission was made available on the Anzac Centenary website.⁶ Advice about the public submission process was provided in the form of a mailout to ex-service organisations, aged care facilities, local governments, universities, technical and further education (TAFE) colleges, public libraries, schools, youth organisations, cultural institutions and military museums throughout Australia. Submissions could be lodged electronically or by post. Acknowledgments of receipt were provided to all individuals and organisations that lodged submissions.

The Commission sought submissions that discussed national events and local community activities, and included proposals for websites, films and books, as well as functions, parades and ceremonies. Submissions could include supporting information such as photos or other evidence, but that was not required for the proposal to be considered by the Commission.

Submissions were required to address one or more of the Australian Government's six principal planning themes. The Anzac Centenary website provided descriptions for each theme, to assist with submissions. The six principal themes were:

- *Century of service*
- *Community engagement*
- *Infrastructure and capital works*
- *Education, public awareness and community access*
- *Commemorative services*
- *International relations and cooperation.*

⁶ www.anzacentenary.gov.au

Century of service

We remember the Anzacs who served at Gallipoli and elsewhere in WWI because of their courage, fortitude and mateship and their role in building the spirit of the nation. We also remember the dedication of the Australian men and women who have served in war, defence and peacekeeping over the last 100 years.

The *Century of service* theme encouraged projects and/or activities that acknowledge the experience of servicemen and women, and that commemorate their lasting legacy. In this category, suggested projects included digitising diaries of those who served during the First World War, making their stories available for all Australians; and researching and producing material (books, websites, DVDs etc) on the role of servicemen and women who have served in more recent conflicts and peacekeeping operations.

Community engagement

Since the landing of the first Anzacs on the shores of Gallipoli, Australia has been involved in numerous conflicts, with military service having a significant influence on Australian society and shaping the national identity.

The *Community engagement* theme encouraged projects and/or activities that acknowledge and inform the local community about Australia's military legacy and engage or benefit the community now and in the future. Suggested projects included researching how a local veteran has contributed to and shaped the local community; forming an exchange relationship with another community in another state or country that acknowledges and shares how the local experience of war or peacekeeping may have contributed to the culture of each community; and projects that provide everyday reminders for the community, such as funding for a local sportsground in the name of a local war hero.

Infrastructure and capital works

A number of memorials, dedications, artworks and education facilities exist across the world, not only to commemorate the service and sacrifice of Australian servicemen and women, but to educate visitors on the experience of those who have served.

The *Infrastructure and capital works* theme encouraged ideas for the development of infrastructure and capital works programs that benefit the Australian people now and into the future. Suggested projects included the development or refurbishment of memorials of local, state or national significance, and the development of interpretive material to accompany an existing memorial.

Education, public awareness and community access

The Anzac Centenary provides the opportunity to learn not only about the historical facts of involvement in war, defence and peacekeeping but to also raise awareness of the sacrifices of war in order to ensure a better future for the nation.

The *Education, public awareness and community access* theme encouraged ideas for the development of programs, projects and/or activities that build on those that currently exist or create new opportunities for Australians of all ages to examine, interpret and better understand the Australian experience of war. For example, ideas could include websites that give all Australians access to military records, such as those currently available on First World War service personnel, and the development of educational facilities, such as a web-based national military history library with resources available to all Australians.

Commemorative services

Over the past century more than one million Australians have served in war and peacekeeping operations, with over 102,000 paying the ultimate sacrifice for the nation.

The *Commemorative services* theme encouraged the development of services or activities that engage the community to commemorate particular historical events, such as a key battle or conflict. It was recommended that submissions propose ideas for how the 100th anniversary of the landings at Gallipoli on Anzac Day in 2015 should be marked in Turkey and in Australia, and what form services should take to commemorate the 100th anniversary of the end of the First World War.

International relations and cooperation

Apart from the bombing of Darwin and other locations in northern Australia and submarine attacks in Sydney and around the coast of Australia, both during WWII, all conflicts and peacekeeping operations Australians have been involved in, from the landings at Gallipoli to the current war in Afghanistan, have occurred on foreign soil.

The *International relations and cooperation* theme encouraged ideas for the development of international relationships, programs and associated activities that support, maintain or further develop international recognition of the service of Australians. Suggested projects included an international friendship year with a country that has played a significant role in Australia's military history, and the translation of Australian military histories into various languages to engage migrant communities in Australia and other nations.

The public submission process yielded over 1500 ideas in more than 600 submissions from individuals, community groups, arts organisations, schools, ex-service organisations, museums, galleries, local councils, and state and territory governments. Submissions were not only received from people in Australia, but also from Turkey, Belgium, Papua New Guinea and the United Kingdom.

The Commission noted common themes and ideas among the submissions. Those themes and ideas are examined in this report.

The Commission understands that summaries of all submissions (unless the submitter asked for the submission to remain confidential) will be publicly available on the Anzac Centenary website on completion of the reporting process.

Social research

The Department of Veterans' Affairs contracted market research company Colmar Brunton to conduct social research into, and gain an understanding of, the views, perceptions, knowledge and aspirations of the Australian people in relation to 'Anzac', commemoration and the impending centenary of the First World War.

The research was conducted through face-to-face focus groups, online focus groups and one-on-one interviews. A total of 36 focus groups were held in all state capitals and at least one major and one smaller regional community in each state. Each group contained around eight participants and was approximately 1.5 hours in duration.

Target groups for the research were:

- the general public, including
 - four generations: ‘Builders’ (aged 61+), Boomers (46–60), X (31–45) and Y (18–30)
 - three family types that included young children, older children or no children
 - two levels of engagement with Anzac Day — engaged or disengaged
- current Australian Defence Force personnel
- families of Australian Defence Force personnel
- people who had attended an Australian commemorative service conducted overseas (including on Anzac Day) since 2006.

The research noted that some people identified themselves as ‘disengaged’ from commemorations. They were those who had not attended an Anzac Day service or other organised commemorative activity in the past five years.

Many of the characteristics we associate with being Australian are seen as having originated in our military history, so that history is still considered highly relevant in the modern day. The research outlines community perceptions and expectations in relation to invigorating the memories of the past and identifying the mechanisms that will take them into the future.

It is almost universally recognised that commemoration of our military history is important. Despite a general lack of awareness of the impending Anzac Centenary, Australians recognise that the 100th anniversary of anything is important and is to be commemorated in a significant manner. Australians hold fairly strong opinions about how significant anniversaries (of our military history) should and should not be commemorated.

Anzac Day is viewed as the pre-eminent commemorative event. While other days and dates attract interest, especially from those who have strong personal connections to specific episodes of our military past and present, those days are recognised as being secondary to Anzac Day. Remembrance Day’s significance was perceived as having dwindled, and its revival is seen as a potential opportunity.

The *Century of service* theme was clearly compatible with, but secondary to, the recognition of service associated with Anzac Day. The concept of a century of service was quickly grasped and widely liked and, although it was not intuitively understood from the name in isolation, a simple definition or explanation was sufficient for most people.

Women and Australian Defence Force families, in particular, liked the opportunity offered to recognise a wide range of service, including the service of women and families in Australia during wartime, peacekeeping and disaster response activities, and support and ancillary roles. There was a general willingness for Anzac Day to take on a formal role in recognising the wider scope of service, especially on the 100th anniversary to mark the concept of a century of service, but retaining the primacy of commemorating combat service was implicit for many people.

The centenary commemorations provide all living generations with the opportunity to ensure that the legacy of the service of Australians and the impacts of that service are carried for another 100 years. There was an expectation that some lasting tokens (coins, stamps, medals) would be distributed and that the anniversary provided an opportunity to rejuvenate First World War memorials.

Many Indigenous Australians view Anzac Day as ‘a party that we have not been invited to attend’. Indigenous service and the service of Australians in Vietnam were identified as two important areas for redressing the perceived lesser commemorative honour that the past has provided those groups.

Education was a key overriding issue, particularly the education of children about the varied roles undertaken by current serving personnel and improving knowledge of military history. Those areas were viewed as important opportunities and a key mechanism for perpetuating the memory and benefits of the country’s military sacrifices.

Risks identified for consideration included the potential for both unity and division in commemorating our military history in a modern multicultural Australia — Australians have expressed mixed views regarding the recognition and commemoration of non-Australian military service. Overt ‘political correctness’ was also identified as a risk that could potentially generate negative reactions from the public and particularly from Australian Defence Force personnel and their families. It should also be noted that the community does not know what recently arrived Australians think about the whole concept of commemorating the Anzac Centenary, particularly given that many are from countries that were enemies in past conflicts.

The service of current personnel, and being sensitive to current events, were considered important, and it was perceived that current events may affect commemorative activity in the future. If this is perceived as a strong issue influencing public attitudes at the time of the anniversaries, it may be necessary to refine events or the tone of the commemorations to minimise the risk of rejection from any sectors of the community.

The balance of commemoration and celebration is acknowledged as being difficult to achieve. Commemoration was universally seen as more appropriate; however, while it should be the dominant tone, there was a desire for the anniversaries to provide an opportunity to celebrate what military service has brought, but only in a style that does not detract from or overshadow the serious aspects. Australians were also very aware of ‘too much commemoration’.

There were isolated concerns from members of the focus groups that there was a potential implied hypocrisy in revering our veterans for a brief period of commemoration, without providing assistance to them to maintain an acceptable standard of living outside that period.

The research report provided by Colmar Brunton (see Appendix 7) includes a comprehensive list of the emotions, feelings and actions that should be avoided in programming the centenary commemorations. They include actions that are irrelevant; that seek to make commercial or political gain for any person or organisation; that are disrespectful, trivial or offensive; that dilute traditions; that are culturally disrespectful; or that are over-politicised or commercial.

The values and feelings that Australians believe should be reflected in the commemorations program include pride, respect for national identity, and thanks and recognition to all service personnel, their families and communities. They should be accessible, educational and memorable, and recognise war as a vehicle for peace.



Appendix 5 Submissions

This appendix summarises, by theme, a number of ideas that emerged from the public submissions. It also provides a log detailing names of all submitters (where not deemed confidential). Summaries and full submission logs can be accessed at the Anzac Centenary website.⁷

Century of service

The *Century of service* theme encouraged projects and activities that acknowledge the experience of servicemen and women and that commemorate their lasting legacy. This theme was intrinsic to many of the ideas submitted. To avoid duplication, these ideas have been categorised against one or more of the other five themes.

Community engagement

The *Community engagement* theme encouraged projects and activities that acknowledge and inform the local community about Australia's military legacy, and engage or benefit the community now and in the future. Ideas forwarded under this theme also tied into the *Commemorative services* theme. Ideas included the following:

- Ensure that all areas of Australia are involved in the centenary program and that activities are not limited to larger cities. Provide opportunities for, and make resources available to, smaller communities so that they may create their own centenary programs.
- Produce mementos such as coins and stamps for schoolchildren and the general public.
- Document collections of military objects and items in smaller regional towns and encourage the sharing of them with communities.
- Create a centenary medal for servicemen and women.
- Involve the direct and closely related descendants of the original members of the Anzac forces in commemorative services in Australia and overseas.
- Develop visual art exhibitions and competitions involving the creation and/or exhibition of art exploring war, peace and the impact of war on Australia and Australians. Some of them may tour the country.
- Provide assistance to Returned & Services Leagues and community associations to better engage or re-engage members of their local communities in activities for the centenary.
- Create theatre and dance productions exploring the First World War, other conflicts and war in general.
- Create song/music compilations exploring the First World War, other conflicts and war in general.
- Hold competitions in various types of sports between Australia, New Zealand, Turkey and other nations involved in campaigns in which Australians have served.

⁷ www.anzaccentenary.gov.au

- Stage re-enactments of other major events in our military history, including the Gallipoli landings (in situ and in suitable places in Australia) and Coe-style marches or walks throughout the country.⁸

Infrastructure and capital works

The *Infrastructure and capital works* theme encouraged ideas for the development of infrastructure and capital works programs that benefit the Australian people now and into the future. Ideas forwarded under this theme tied into the *Community engagement* theme. Ideas included the following:

- Refurbish/maintain existing memorials, cenotaphs and honour rolls.
- Develop memorial walks, interpretive panels/centres and kiosks.
- Establish new honour rolls in schools to recognise service personnel from the First World War to the present day.
- Develop an 'Anzac Way', as is already underway in Western Australia. This would include interpretive panels, supporting maps, guides etc.
- Rename state and national roads and infrastructure after people and events from our military past. For example, rename the Great Ocean Road, the Great Anzac Road. Name streets in new suburbs after servicemen and women from the area, as is currently happening in Victoria.
- Erect Peacekeeping and Boer War memorials.
- Establish living memorials by planting forests of trees — one tree for each serviceman or woman who has served or died as a result of wars or other conflicts. This could be done as one large forest that continues to grow over time for our future generations, or as a number of smaller forests spread across various locations in Australia. It could be a national project in communities all over Australia.
- Replant or rejuvenate the struggling and often dying avenues of honour in rural and regional towns.

Education, public awareness and community access

The *Education, public awareness and community access* theme encouraged ideas for the development of programs, projects and activities that build on those that currently exist, or create new opportunities for Australians of all ages to examine, interpret and better understand the Australian experience of war. Ideas included the following:

- Develop school-based programs that encourage examination of Australia's military history.
- Introduce different aspects of Australia's military history into the National History Curriculum, including peacekeeping and modern conflicts, as well as conflicts of the past.
- Recognise servicemen and women who did not die in service. A number of submitters discussed how those who returned home from military campaigns did not receive the same recognition as those who were killed in action. Families feel that the centenary may be an appropriate occasion to acknowledge not only the sacrifice of those who died, but to better recognise the experiences of those who survived war, who often returned wounded physically, mentally and emotionally, and deserve recognition and support.
- Produce educational television and film documentaries.

⁸ In 1915, recruiting committees were formed in nearly every town in Australia. In the central west of New South Wales, a movement began which became known as the 'Gilgandra snowball'. Under the leadership of Mr WT Hitchen, 20 or so men who had determined to enlist marched to Sydney. Along the way, they were joined by other men looking to join up. Known as the Coe March, this contingent comprised about 300 men by the time it reached Sydney.

- Produce publications that record a broad range of campaigns that Australians have been involved in.
- Create research and academic scholarships (both in and outside Australia, with countries such as Turkey, France and Germany) that explore military history and the impact of war and of peace.
- Develop accessible online databases that
 - record the location of medals awarded to Australian service personnel, both past and present
 - record the locations of all war memorials, cemeteries and cenotaphs across Australia and around the world where Australians have served
 - record the honour rolls across the country, especially in the many small communities where there are no remaining servicemen or women or active RSL branches.

Commemorative services

The *Commemorative services* theme encouraged the development of services or activities that engage the community to commemorate particular historical events, such as a key battle or conflict. Ideas forwarded under this theme also tied into the *Community engagement* theme. Ideas included the following:

- Do not change the format of current services.
- Remove/do not remove religious content from commemorative services.
- Involve serving Australian Defence Force personnel in services and marches.
- Hold accessible commemorative services and activities for any and all who want to attend. Hold them not just at dawn, but also at noon and dusk to provide an opportunity for all members of the community to honour our service personnel.
- Involve the direct and closely related descendants of the original members of the Anzac forces in commemorative services in Australia and overseas.
- Assist RSLs and community associations to re-engage members of their local communities in services.

International relations and cooperation

The *International relations and cooperation* theme encouraged ideas for the development of international relationships, programs and associated activities that support, maintain or further develop international recognition of the service of Australians. Ideas included the following:

- Develop exchange programs (educational, military and academic) between Australia, Turkey, New Zealand and other nations in order to promote cultural awareness and develop understanding of historic/military events and our shared history.
- Involve the direct and closely related descendants of the original members of the Anzac forces in commemorative services in Australia and at Gallipoli. A number of submissions suggested re-enactments involving descendants or the provision of support for descendants to return to Gallipoli and other battlefields and memorial sites.
- Stage re-enactments of the Gallipoli landings in situ and in suitable places in Australia.
- Hold competitions in various sports between Australia, New Zealand, Turkey and other nations involved in campaigns in which Australians served.
- Develop an interpretive centre at Gallipoli.

- Develop visual art exhibitions, exchanges and art/object creation projects that explore war and the impact of war. Some may tour the country or operate as exchange programs with other nations.
- Promote maritime archaeology, seeking the preservation of key vessels and locations.

Submissions

This section details (where not deemed confidential) all individuals and organisations who took the time and effort to submit ideas to the national submission process. The full details of submissions can be found at the Anzac Centenary website.⁹

July 2010

- | | |
|--|---|
| 1. Ocean Events Pty Ltd | 23. Robyn Vincent |
| 2. CONFIDENTIAL | 24. Br John Curry |
| 3. Cyril Rice | 25. Philatelic Development Council of the Philatelic Association of NSW |
| 4. Ryan Lynch | 26. CONFIDENTIAL |
| 5. Mrs Kim Day | 27. Jeffrey Ellis, CSM |
| 6. Paul Knobel | 28. Dave Munro |
| 7. 18th Battalion Living History Group 1915–1918 | 29. NAME WITHHELD |
| 8. Bruce Coward | 30. Josephine Cahill |
| 9. Todd Andrews | 31. John Russell |
| 10. Ronald Patton | 32. Harry Claassen |
| 11. David Allen | 33. Alison Halliday |
| 12. Ken Middleton | 34. Beryl Hayes |
| 13. Meg Davoren-Honey | 35. Chris Holyday |
| 14. Edward Smith | 36. Garry Duursma |
| 15. Ronald Scott | 37. Jenny Rollo, OAM |
| 16. Peter Read | 38. Edward Coe |
| 17. Reg Seally | 39. Mr Slav Koffsovitz |
| 18. John Hamilton | 40. Mr Phillip Evenden |
| 19. Suzanne Williams | 41. Leigh Fischer |
| 20. CONFIDENTIAL | 42. Mr Ian Gollings |
| 21. CONFIDENTIAL | 43. Leanne Little |
| 22. Major AJ Colin Flatters, JP (Ret'd) | 44. Mr Gregory Nankin |
| | 45. Mr Keith Whitfield |

⁹ www.anzaccentenary.gov.au

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|---|---|
| 46. Mr Michael McLean | 76. Mr Lee Smith |
| 47. Mr Robert Cooke | 77. Mr Frank Lees |
| 48. Mrs Grace Mann | 78. United Irish Ex Services Association
Australia |
| 49. Ms Margaret Hammond | 79. Mr William Mulholland |
| 50. Mr Michael Green | 80. Mrs Lyndy Lipman |
| 51. NAME WITHHELD | 81. Mr Patrick Murphy |
| 52. Mrs Josephine Jones | 82. Mr John Rorke |
| 53. Mr Russell Tredinnick and Mr Ian
Gerrard | 83. Mr David Dixon |
| 54. AR Morris | 84. About My Age |
| 55. Mr Paul Gardner | 85. Mr Ron Harris |
| 56. Mr David Evans, OAM | 86. Mr Paul Turner |
| 57. Mrs Margaret Adamson | 87. Bruce Cullan |
| 58. Mr Steven Wyatt | 88. Des Bowley |
| 59. James and Diane Andrews | 89. CONFIDENTIAL |
| 60. CONFIDENTIAL | 90. Mrs Ann Fenton |
| 61. Mr Les Cook, JP | 91. Mr Eric Grebert |
| 62. Mr Andrew Carlson | 92. Maggie Gordon |
| 63. Mr Clive Plater | 93. Dr John O'Connor |
| 64. Dr Neil MacNeill | 94. Mrs Maureen Hancock |
| 65. Mr Laurence Jenkin | 95. William Chappell |
| 66. Mr Trevor Gardiner | 96. Leanne Carnegie |
| 67. Mr Wade Sherrin | 97. Mr Bill Hooper |
| 68. Mr Mark Wilson | 98. Majorie Myers |
| 69. CONFIDENTIAL | |
| 70. Cocos Islands Historical Society Inc. | |
| 71. Denis Norriss | |
| 72. Alwynne King | |
| 73. Ms Janine Agzarian | |
| 74. Mr Colin Greenland | |
| 75. Leslie Sullivan | |

August 2010

1. Mr David Christie, OAM
2. CONFIDENTIAL
3. FIBA – Oceania Inc.
4. Mr Anthony Millar
5. Mr Patrick Bourke

6. Mrs Mary Cook
7. Ken Sharpe
8. Mr Kevin McManus
9. Reverend John Sanderson
10. Major Murray Pearson
11. Bill Adams
12. Major Garth L Wheat, AM (Ret'd)
13. KE Burlinson
14. Tenterfield RSL Sub-Branch, Tenterfield Shire Council, and Tenterfield Historical Society
15. Mr Paul Turner
16. NAME WITHHELD
17. Mr Peter Wolstenholme
18. Mr Ian Bell Morgan
19. Mr Victor Marden
20. Len Loker
21. Mrs Sarah Kellam
22. Raymond and Colleen Laidlaw
23. Mr Andrew Condon
24. Pam Ingram
25. Mr Darryl Deacon
26. Mr Mark Adams
27. The 11th Light Horse Caboolture Troop and Military Museum Association
28. Alan Sullivan
29. Madang Visitors & Cultural Bureau
30. Mr Carl Nielsen
31. Lieutenant Colonel John Boyce (Ret'd)
32. Terrence Payne
33. Totally & Partially Disabled Veterans of WA (Inc)
34. National Film and Sound Archive
35. The Arts Centre, Melbourne
36. Mr Tracy Wilson
37. Don Taylor
38. Graham Ward
39. The Launceston Preparatory School
40. Mr James Colvin
41. CONFIDENTIAL
42. Robert Gill
43. Dave Tucker
44. Remembering and Healing Old Wounds
45. Mr Phillip Skinner, JP
46. Pete Pickering
47. Dr John Williamson, AM
48. Tony Bowden, OAM, JP
49. Colin Monro
50. Tara and Peter Hogan
51. The City of Holdfast Bay
52. Alexandra Lovelock
53. Mr Eric Grebert
54. Roy Cameron, OAM
55. Museum of Victoria
56. Alois Mikula
57. Bruce Campbell
58. Roy Rae
59. Sir Murray Bouchier Memorial Working Group
60. Dr John Taylor
61. CONFIDENTIAL
62. Alfred Tabone
63. Robyn Neville

64. Mr Clive Plater
65. The Grange, Wodonga
66. The Gap RSL Sub-Branch
67. Kirsty Harris
68. CONFIDENTIAL
69. Pacific Hills Christian School
70. Roger Sawkins and Gary Yong Gee
71. Lucina Loro Parham
72. Mr Michael Sheil

September 2010

1. Earl Walters
2. Mr Robin Hunt
3. Ms Lisa Stevenson
4. Andrew Smith
5. Patrick Forbes
6. 460 Squadron (RAAF) Association (Victoria)
7. Roy Cameron, OAM
8. Mrs Kathryn Golightly
9. Paul Bannan
10. CONFIDENTIAL
11. Royal Victoria Regiment Association — ANZAC 2015 Committee
12. Australia at War and Peace Group
13. NSW RSL
14. NSW RSL
15. NSW RSL
16. NSW RSL
17. NSW RSL
18. NSW RSL
19. NSW RSL

20. NSW RSL
21. NSW RSL
22. Mr Peter Weyling
23. John Callinan
24. Mr Dimitri Karsakis
25. Mr Neale Murden
26. Regis Hastings Manor
27. Mr John Fabian
28. Australian Peacekeeper and Peacemaker Veterans' Association
29. Australian Peacekeeper and Peacemaker Veterans' Association
30. Australian Peacekeeper and Peacemaker Veterans' Association
31. Paul and Anne Hickey
32. John Wilson
33. Mr Martin Shaw
34. Geelong and District Sub-Branch, National Servicemen's Association of Australia
35. Ralph Hoger
36. Wing Commander Donald Buchanan (Ret'd)
37. Ms Yvonne Butler
38. Sylvy Dolphin
39. Ms Joy Langford
40. Kandos RSL Sub-Branch
41. Marjie Wilson
42. Mr Leslie McDiarmid
43. Mr Terrence Dinneen
44. Mr Shane Hodges
45. Currumbin Palm Beach RSL Sub-Branch Inc.

46. CONFIDENTIAL
47. Mr Kevin Mahony
48. Mr Kevin Mahony
49. Huon RSL Sub-Branch Inc.
50. Defence Force Welfare Association — Victoria Branch
51. District Council of Grant
52. Conflict Resolution Network
53. Judy Feldman
54. Anzac Day Dawn Service Trust Inc.
55. John Dillon
56. Centenary Heights State High School
57. Mr Timothy Ryan
58. Herbert River RSL
59. St Helens – St Marys RSL Sub-Branch Inc.
60. Moruya RSL Sub-Branch
61. Launceston City Council
62. Ms Roslyn Ann Strongman
63. Monika Gaede
64. Delegate Progress Association
65. Roy Cameron
66. EM Patten
67. RSL Care Darlington
68. Mr Kevin Gomm
69. Operation Pilgrimage Group
70. Mr Jason Cowland
71. Miranda RSL Sub-Branch
72. Blackboy Hill Commemorative Site Committee
73. Andrew Gray
74. Robert Bagnall
75. Historyworks WA
76. St Roch's Primary School
77. Lt Col Ian Teague (Ret'd)
78. Mr William Nesham
79. Keith Huntsman
80. Australian Peacekeeper and Peacemaker Veterans' Association (Tasmania)
81. Centenary AIF Committee
82. Centenary AIF Committee
83. Libby Fordham Communications with Outware Mobile
84. Definitive Events Pty Ltd
85. Michael Green
86. Bill Lewis
87. Richard Kidby
88. Tocumwal RSL Sub-Branch
89. Major Colin Doust (Ret'd)
90. Mid Western Regional Council
91. Mr Tim Adams
92. Mr Tim Adams
93. Mr Tim Adams
94. RSL Alexandra Vic Sub-Branch
95. Ms Janine Agzarian
96. Mr Stewart Cook
97. Mr Stewart Cook
98. Dandenong Cranbourne RSL
99. Leigh Fischer
100. Mornington Peninsula Shire Council
101. Royal United Services Institute of Victoria
102. Surf Life Saving Australia
103. Lindsay Watson

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| 104. Mrs Louise West | 133. John Hegarty |
| 105. Women for an Australian Republic | 134. CONFIDENTIAL |
| 106. Military History Tours Australia Pty Ltd | 135. Item Travel & Event Management |
| 107. Mr Kevin Mahony | 136. RSL Blue Lake Highland Pipe Band |
| 108. Families and Friends of the First AIF Inc. | 137. Army Museum of Western Australia |
| 109. Mr Chris Horvath | 138. The Spirits of Gallipoli |
| 110. Boronia Travel Centre | 139. Ross Murray |
| 111. Hobart Legacy Inc. | 140. Mr Damien Allan |
| 112. CONFIDENTIAL | 141. Baradine and District Progress Association |
| 113. Australian Light Horse Association | 142. Brian Boughton |
| 114. Ms Anne Field | 143. Choral Productions Tasmania Inc. |
| 115. CONFIDENTIAL | 144. Ms Janine Agzarian |
| 116. Miss Joyce Halliday | 145. Mrs Marilyn Kelly |
| 117. Dawn Adams | 146. Just Peace |
| 118. RSL Tasmania Branch | 147. CONFIDENTIAL |
| 119. Major Graham Docksey, OAM (Ret'd) | 148. Queensland College of Art, Griffith University |
| 120. Mr Harley Dadswell | 149. Service Personnel Anglican Help Society Inc. |
| 121. Anzac Square War Memorial Trust Foundation | 150. CONFIDENTIAL |
| 122. Honouring Our Heroes | 151. Federation of Australian Jewish Ex-Service Associations |
| 123. Robert Timms | 152. Sydney Conservatorium of Music |
| 124. Mr Shane Masson | 153. Mrs Sharon Northcott |
| 125. Quaker Peace and Legislation Committee | 154. Ms Melissa Northcott |
| 126. Mrs Louise West | 155. A Little |
| 127. Bunbury 10th Light Horse Troop | 156. Mr Charles Nicholson |
| 128. War Widows Guild of Australia Inc. | 157. Patricia Strachan |
| 129. Mildura RSL Sub-Branch | 158. Ms Janet Buchanan |
| 130. National Archives of Australia | 159. CONFIDENTIAL |
| 131. National Archives of Australia | 160. Rotary District 9810 |
| 132. National Archives of Australia | |

161. Coolah District Development Group Inc.
162. Dr Kevin Smith
163. Mrs Elaine Major
164. Name Unknown
165. Ms Margaret Hadfield and Dr Kathryn Spurling
166. Kevin Costello
167. Coal River Valley Historical Society Inc.
168. Mr Christopher Waters
169. History Teachers' Association of Australia
170. Regimental Council of the Royal South Australia Regiment
171. Australian Peacekeeping Memorial Project
172. Mr George Kijurina
173. CONFIDENTIAL
174. RSL Sub-Branch Victor Harbor SA
175. Conargo Shire Council
176. Parks Victoria
177. Echuca Regional Veterans Support Centre
178. Legacy Australia Council
179. Coo-ee March 2015 Incorporated
180. Les Ward and Angela Jacobson
181. Mrs Helen Sorensen and Robert Dick
182. Casino RSL Sub-Branch
183. Hettae Ucklun — Norfolk Island Hospital Staff Fundraising Association Inc.
184. Corps of Guides, Victoria Barracks
185. Submarine Association Australia WA Branch
186. Macquarie University
187. The Spirit of Gallipoli
188. Stephen Jones
189. Cottesloe Sub-Branch RSL
190. Philip Hocking
191. Australian Women's Land Army
192. Mr Eric Petersen
193. Mr Leonard Watson
194. Australian Bell Pty Ltd
195. Woolgoolga RSL Sub-Branch
196. Wellington High School
197. Mr Keith Harrison
198. Brendon Kelson
199. Chinese Community Council of Australia
200. Kadina Memorial High School
201. St George RSL Sub-Branch Inc.
202. Elizabeth Finch
203. Ms Anne-Marie George
204. Tasmanian Veterans' Advisory Council
205. Young Diggers Australia
206. Mr Lloyd Gorman
207. Paul Lee
208. Mr Kevin Browning
209. Steve Dillon
210. Community Guardians of the O'Connell Anzac Memorial Avenue
211. Mr Stuart McFarland
212. Monash University
213. Mr Anthony Ollevou
214. Mr Christopher Latham
215. Corrigan District High School
216. South Coast Veterans Association Inc.

217. Albany Centenary of Anzac Alliance
218. Berrima District Historical & Family History Society
219. Shrine of Remembrance
220. Hervey Bay RSL Qld Sub-Branch
221. The Centre for Military and Veterans' Health, University of Queensland
222. CONFIDENTIAL
223. Veterans' Advisory Council, South Australia
224. Veterans' Advisory Council, South Australia
225. Veterans' Advisory Council, South Australia
226. Veterans' Advisory Council, South Australia
227. Veterans' Advisory Council, South Australia
228. Veterans' Advisory Council, South Australia
229. Veterans' Advisory Council, South Australia
230. Veterans' Advisory Council, South Australia
231. Veterans' Advisory Council, South Australia
232. City of Cockburn
233. Loddon Shire Council
234. Ms Chelsea Moran
235. Warena Centre of Aged Care
236. Defence Force Welfare Association
237. History South Australia
238. Graeme Lindsay
239. NSW Rail Transport Museum
240. Mr Asa Letourneau
241. Shire of Goomalling
242. Barcaldine Regional Council
243. Tony Watt
244. Medical Association for Prevention of War Australia Inc.
245. Pocketful of Tunes Pty Ltd
246. Christian Brethren Community Services
247. Association of Tourist and Heritage Rail Australia
248. AE1 Incorporated
249. Peterborough History Group SA Inc.
250. 2nd Lieutenant Tim Fischer, AC, RL
251. Warren Turner
252. Mr Neville Kidd
253. John Hegarty
254. National Memorials Development Committee
255. Mr Peter Hughes
256. Monash University
257. Migration Museum, History South Australia
258. Flag Society of Australia Inc.
259. Bundaberg Council and RSL Sub-Branch
260. Gisela Gardener
261. Adrien le Voyant
262. Manly Council
263. Taekwondo Australia
264. Melton Shire Council
265. Holy Spirit College
266. Australian Republican Movement
267. The Workshops Rail Museum
268. Scouts Australia, South Australian Branch

269. CONFIDENTIAL
270. Russell Lea Infants' School
271. Mrs Janine Reed
272. Mrs Janine Reed
273. Coomalie Community Government Council
274. Maranoa Regional Council
275. 9th Battalions War Memorial Museum C & P Trust
276. 9th Battalions War Memorial Museum C & P Trust
277. 9th Battalions War Memorial Museum C & P Trust
278. Battle for Australia Commemoration Committee (Qld)
279. Project Beneath Gallipoli Inc.
280. National Servicemen's Combined Central RSL Sub-Branch
281. Darren Clark
282. Rice Village
283. City of Sydney
284. Mr Neville Cavendish
285. Pamela Darling
286. Major Robert Colson (Ret'd)
287. Bill Chandler
288. Mr Stanley Fletcher
289. Mr Kenneth Baldwin
290. City of Newcastle
291. Cooroy RSL & Citizens Memorial Bowls Club Inc.
292. Girrawheen Senior High School — Yr 10 SOSE
293. Girrawheen Senior High School — Yr 10 SOSE
294. Women's International League for Peace and Freedom
295. CONFIDENTIAL
296. CONFIDENTIAL
297. CONFIDENTIAL
298. CONFIDENTIAL
299. CONFIDENTIAL
300. CONFIDENTIAL
301. CONFIDENTIAL
302. CONFIDENTIAL
303. CONFIDENTIAL
304. CONFIDENTIAL
305. CONFIDENTIAL
306. CONFIDENTIAL
307. CONFIDENTIAL
308. CONFIDENTIAL
309. Ms Rebecca Scouller
310. School of Animal and Veterinary Sciences, University of Adelaide
311. CONFIDENTIAL
312. Kon Kesoglidis
313. Brothers-in-Arms Memorial Project
314. CONFIDENTIAL
315. CONFIDENTIAL
316. Mrs Maxine Wylie
317. St Andrew's Grammar
318. Devonport High School
319. Mr Alan Parr
320. Steve Powell
321. Barossa Light Horse Historical Association
322. CONFIDENTIAL

323. City of Ballarat
324. Fury Productions Pty Ltd
325. Ballina Shire Council
326. Brian Cleaver
327. Brisbane City Council
328. Treenet Inc.
329. Mr Jeremy Orchard
330. Anglicare SA
331. Mrs Maree Morris
332. Jerilderie Shire Council
333. Department of Veterans' Affairs
334. Violet Town Action Group/Violet Town RSL
335. Bruce Bailey
336. Chase Museum Incorporated
337. Bearcage
338. CONFIDENTIAL
339. Gosford City RSL Sub-Branch
340. Mrs Vera-Anne Rothwell
341. Mr Robert Paine
342. Mr Erdin Gunce
343. Maris Bruzgulis
344. Chullora Public School
345. Mr Kevin Parkes
346. Port Moresby Sub-Branch, ACT RSL
347. Ms Susan Kellett
348. South Australian Maritime Museum — History SA
349. Engineers Australia
350. Submarines Association Australia
351. Roger Coombs
352. Mr Matthew Anderson
353. The Shift Theatre
354. Carrington Centennial Care
355. CONFIDENTIAL
356. Frankston City Council
357. Mr Malcolm Simes
358. National Military Vehicle Museum
359. Sydney Church of England Grammar School
360. St Francis Xavier's Regional Catholic School
361. CONFIDENTIAL
362. CONFIDENTIAL
363. Mr Douglas Marr
364. Australian Hellenic Council NSW
365. National Trust of Australia, NSW
366. Isaac Regional Council
367. CONFIDENTIAL
368. Freehand Productions Pty Ltd
369. St George's East St Kilda Uniting Church Council
370. Conservation Volunteers Australia
371. Conservation Volunteers Australia
372. Goulburn Mulwaree Council
373. Goulburn Mulwaree Council
374. Goulburn RSL Sub-Branch
375. CONFIDENTIAL
376. City of Tea Tree Gully
377. Charters Towers Regional Council
378. Gordon Williams and Andrew Schultz
379. CONFIDENTIAL

380. Vietnam Veterans Association of Australia WA and Friends of Anzac Cottage
381. Mr John Hegarty
382. Slade Point State School
383. Australian Light Horse Memorial Park Committee of Management
384. Greening Australia Limited
385. National Trust of Australia ACT
386. City of Wollongong RSL Sub-Branch
387. Damien Ryan
388. Regimental Council of the Royal South Australian Regiment — 10th/27th Band
389. Rose-Anne Riddington
390. CONFIDENTIAL
391. Mr David Coggins
392. Lance Corporal Anthony Helsby
393. David Gaul
394. Albany Creek Rotary Club
395. Anzac Research Institute
396. Australian Historical Association
397. Lindsay Brinsdon
398. CONFIDENTIAL
399. Castletown Primary School
400. Fleet Air Arm Association
401. Gloucester RSL Sub-Branch
402. Goulburn Regional Art Gallery
403. Mrs Pamela Lemoine
404. Port Arthur Historic Site
405. Australian Special Air Service Association Inc.
406. Mr Brad Schmitz
407. St Augustine's School (Year 5)
408. CONFIDENTIAL
409. Ms Sylvia Szabo
410. United Service Lodge
411. Friends of 2nd Infantry Battalion Inc.
412. Kevin Bovill
413. Kevin Bovill
414. Kevin Bovill
415. Kevin Bovill
416. Kevin Bovill
417. Kevin Bovill
418. Kevin Bovill
419. Kevin Bovill
420. National Boer War Memorial Association
421. Giralang Primary School
422. CONFIDENTIAL
423. Ms Nola Frawley
424. Mr Timothy O'Brien
425. Sherwood Indooroopilly RSL Sub-Branch
426. Religious Advisory Committee to the Services
427. Harefield Society Australasia
428. Impressions by Design
429. Gallipoli Memorial Club Ltd
430. Stephen L Jones
431. CONFIDENTIAL
432. CONFIDENTIAL
433. Mrs Fran Scully
434. Turkish RSL Sub-Branch
435. Mr Adam Gerrard

October 2010

1. CONFIDENTIAL
2. Swansea RSL Sub-Branch
3. CONFIDENTIAL
4. Sydney Heritage Fleet
5. Hobart City Council with Friends of Soldiers Memorial Ave Inc.
6. Shane Blatchford
7. Susanne Nguyen
8. Mr Dan Williams
9. Armidale RSL Sub-Branch
10. Former Parliamentary Members' Association (Qld)
11. Ravenswood School for Girls
12. Mrs Elizabeth Peoples
13. John Schindler
14. CONFIDENTIAL
15. Mosman Council

November 2010

1. Mr Michael O'Connor
2. Mr David Read
3. AEG Ogden (Perth) Pty Ltd
4. Richard Travers
5. Rotary District 9800
6. Ted Polglaze
7. Mat McLachlan Battlefield Tours
8. Albatross Travel Group
9. Events Corp.
10. Mrs Mary Martin
11. Michael McDonald

December 2010

1. Veronica Burgess
2. Joshua W Thompson
3. WO2 David Dye
4. The Hon Jim Robertson
5. Jill Folder
6. Mrs Leila Shaw
7. His Excellency Dr Brendan Nelson
8. Ken McNally
9. Ron Hartman
10. Ian Saunders
11. City of Kalgoorlie-Boulder
12. City of Kalgoorlie-Boulder
13. Vin Healy



Appendix 6 Consultation meetings

The Commission met five times to perform its task of identifying the broad themes, scale, scope and shape of the potential commemorative program for the Anzac Centenary period from 2014 to 2018.

The meetings were held in a variety of locations to provide convenience for its members and access to invited parties. In addition to the meetings, Commission members communicated informally via email and telephone.

The following table provides a summary of the Commission’s consultation meetings.

Date	Location	Invited organisations
6 July 2010	Commonwealth Offices, Sydney, NSW	Launch of public submission process to media — no invited organisations
14–15 October 2010	Parliament House, Canberra, ACT	Representatives of all state and territory governments
17 December 2010	Victoria Barracks, Melbourne, VIC	Representatives from the Australian Broadcasting Corporation
3–4 February 2011	Department of Veterans' Affairs, Sydney, NSW	Representatives from: <ul style="list-style-type: none"> • media outlets • Australian National University (<i>Anzac Centre</i> proposal) • independent consultant (<i>Travelling exhibition</i> proposal)
24–25 February 2011	Parliament House, Canberra, ACT	Various ambassadors and high commissioners to Australia Independent consultant

State and territory governments

The Commission met with representatives from state and territory governments to discuss the Anzac Centenary and the public submission process on 15 October 2010.



Appendix 7 Executive summary — Colmar Brunton research report

Executive Summary

Commemorating our military history is important

It is almost universally recognised that commemorating our history of military service is important. Even those people who are staunchly opposed to violence and war respect the sacrifice and commitment of the individuals who served.

The benefits associated with commemoration are:

- A sense of pride and unity that brings the community together and makes us feel good about ourselves – both for what we have collectively done in the past, and for the fact that we make the effort to remember it now.
- Remembering the past sacrifices (and mistakes) that have been made, in the hope that by doing so we are less likely to have to make them again in the future.
- Ensuring that people who might be called on in the future to make such sacrifices are more likely to do so, knowing that they will not be forgotten.

Many of the characteristics we associate with being Australian are seen as having originated in our military history, and so this history is still considered highly relevant in the modern day.

The community expects 100th Anniversaries to be marked

There is almost no awareness or anticipation of the impending 100th World War I anniversaries, including the Gallipoli landings and Anzac Day. However, most people with sufficient historical knowledge to put dates to these events can also do the maths easily enough to work out that they will occur in just a few years' time.

More importantly though, virtually everyone in Australia recognises that the 100th anniversary of anything is important and it is expected that it would be marked in some way different to 'any other year'. This is particularly so of Anzac Day, where there is a clear expectation that the 100th anniversary will be commemorated in some specific manner. There were quite strong opinions about how those commemorations should (and should not) feel.

Anzac Day is the pre-eminent event

While there is respect for the wider range of anniversaries that will fall across the 2010-2018 period, and there are other significant dates and events in this span, Anzac Day is very clearly the dominant one.

This is partly because of its current structure and significance, making it much more concrete and salient to the community; but also because it is used as a symbol and ritual to mark a wider range of events than the Gallipoli landings in isolation, and can therefore encompass recognition of these other events.

For those individuals, families and places with a particular connection to other events, marking those anniversaries will be personally significant. Official commemorations of these will likely attract interest and participation from those with a connection; but universally these are expected to be secondary to the Anzac Day commemoration. 'Commemoration fatigue' was often mentioned as a possible consequence of trying to engage people in a four-year series of high profile commemorations.

Remembrance Day is also seen as considerably 'smaller' and more specific than Anzac Day, marking the end of WWI only. It is also seen to have dwindled in significance in recent decades, and its revival is considered one of the potential opportunities associated with the 100th anniversary.

There is a desire to commemorate a wide range of service, but combat service remains the most important

The concept of a Century of Service was quickly grasped by the community, and widely liked. Though it was not intuitively understood from the name in isolation, a simple definition or explanation was sufficient for the majority of people. Women and ADF families in particular liked the opportunity it offered to recognise a wider range of service, including the service of women and families in Australia during wartime, peace-keeping and disaster response activities, and support and ancillary roles.

There were some concerns about the definition, with the Boer War in particular being known as a pre-1914 conflict in which Australians took part. However, simple acknowledgement of pre-1914 service was sufficient for most people to be satisfied. In reality, there may be little need for a definition of the exact 100 years being recognised. People could identify several plausible 'start dates', but had no strong preference for any of them; and were generally not wanting a specific commemoration on a specific date anyway. A broad interpretation of a 'century' would be acceptable, and respected for its inclusiveness (the biggest risk to the concept would come from perceptions of excluding any specific groups).

While liked however, it was a concept that the community evidently found difficult to visualise; and while enthusiastic, they were not passionate.

The Century of Service theme was clearly compatible with, but secondary to, the recognition of service associated with Anzac Day. There was a general willingness for Anzac Day to take on a formal role in recognising the wider scope of service, and especially on the 100th anniversary to mark the concept of a century of service – however retaining the primacy of commemorating combat service was implicit for many people.

The 100th Anniversary of Anzac Day is considered a once-in-a-generation opportunity by some, but there are risks and issues that need to be considered

While there were some issues that needed to be carefully considered, there was a widely held feeling that the 100th anniversary of Anzac Day was a significant opportunity to achieve some positive outcomes. For some groups, especially the Indigenous community, it was seen as a rare opportunity to make a very significant contribution.

What the community wants from the 100th Anniversaries

There was no particular need seen for a new permanent memorial to be established to mark the 100th anniversary of Anzac Day or the Century of Service, though the anniversary was seen as an opportunity to restore or maintain the existing war memorials across the country. There was an expectation that some sort of lasting token(s) would be distributed, with coins and stamps widely anticipated, and tokens for school children and / or families with a service history commonly suggested.

However, the greatest legacy of the 100th anniversary was thought to be in terms of invigorating the memories of our past and, importantly, the mechanisms for communicating them into the future. As it was widely felt to be important to remember our past, this contribution to sustaining these benefits into the future was the ultimate benefit many people wanted to achieve. This could take many forms, from a formal curriculum element to simply engaging children in the process and tradition – but the end outcome of perpetuating the collective memory was the objective.

Opportunities to take advantage of the 100th Anniversaries

Beyond this directly relevant outcome, there were several other potential opportunities that were identified by various individuals and groups.

- **Reconciliation:** two groups were identified as having been poorly commemorated in the past, and it was thought that the 100th anniversary was an opportunity to correct this.
- 8 **Indigenous service:** Although only sporadically mentioned in the general public groups, greater recognition of Indigenous people who served in Australia's military was a dominant theme for the Indigenous groups. To many Indigenous Australians, Anzac Day has felt like '*a party that we have not been invited to*', and they do not feel many of the values that the general public associate with Anzac Day, such as mateship, comradery and a sense of community or connectivity. While they did not want it to become an apologetic over-reaction, a deliberate recognition of the service and sacrifice of Indigenous Australians would be seen as a strong gesture of good will; one that could potentially have broader positive impact as well as engaging them more in the 2015 commemorations and Anzac Day beyond that.

- 8 **Vietnam Veterans:** Were widely perceived to have been harshly treated by the community – perhaps the only time in our history that the service of individuals has not been separated from feelings about the conflict they served in. Acknowledging and correcting this was seen as an opportunity the 100th anniversary and a theme of service could address.
- **Other Veterans.** Placing a greater emphasis on acknowledging current personnel in active service and those who have served in less commemorated actions such as peacekeeping and humanitarian efforts, was felt to be particularly important. This was voiced strongly by ADF service personnel and their families and was mirrored by many people in the community.
 - **Unity:** Australia is a diverse country, with metropolitan and regional divides, generational differences, and a wide range of cultures represented – including some who have been opponents in past and current conflicts. Commemorating our military service is something that has the potential to create a sense of 'togetherness', but this is often short-lived. The chance for the 100th anniversary commemorations to achieve a longer-lasting sense of unity was commonly referred to either directly or indirectly.
 - **Improve knowledge:** Knowledge of our service history is generally poor, and it declines with the time and personal distance that separates younger people from major historical conflicts. However, even older people often have only sketchy or incorrect knowledge. Only some of this lack of knowledge is recognised, but there is a general sense of embarrassment felt about poor knowledge. The 100th anniversaries clearly provide an opportunity to increase and correct knowledge about key aspects of our service history. People do not want detailed historical information, but a knowledge of key events and an understanding of the attitudes of the Australians who were involved would be of general interest. Personal stories are of interest, and could be used to convey broader concepts.
 - **Re-define Anzac Day:** Most people have some awareness that the origin of Anzac Day is tied to the Gallipoli landings, though knowledge of what, when, where and why these landings happened is far from universal. It is widely assumed that Anzac Day now commemorates much more than those events, but there is no known definition of exactly what it *officially* commemorates. With the loss of all WWI veterans and the changes to the composition of marches, and the willingness to embrace a wider range of service on Anzac Day, there is the opportunity for the 100th anniversary of Anzac Day to be an official re-defining of the day and what it will mean for the country from here on.
 - **Re-vitalise Remembrance Day:** Remembrance Day is perceived to be declining in meaning and in the observance of a minute's silence. The 100th anniversary was seen as an opportunity to reverse this trend and return Remembrance Day to its former status.

Risks and issues to consider

There are four areas of potential concern surrounding the commemorations. None of these are definitive problems, but rather points that should be explicitly considered in order to ensure they do not introduce unexpected negative complications.

- **Multiculturalism:** Commemorating our military history in a multi-cultural society is something of a double-edged sword. While the 100th anniversaries are thought to provide some opportunity for creating a greater sense of unity, it is also recognised as a potential area of divisiveness. There are strong views either way in terms of how to recognise any 'non-Australian' military service of those who now live here, and this lack of consensus is well known. It was clear that erring by making commemorations '*overly politically correct*' would generate more negative reactions from the general public and in particular from ADF personnel and their families, but that the community does not know what recently arrived Australians think about the whole idea. This research did not explore the views of that group, and this is an area which we suggest could benefit from quite explicit further research, if not at this general stage, then certainly at the stage of any concept testing.
- **The balance of Commemoration versus Celebration:** These two words are used interchangeably by most people until prompted to consider the difference. At that point, they clearly perceive a difference – with commemoration being solemn and respectful, while celebrations have a happier feel. Commemoration was universally seen as the more appropriate, and once this distinction is made most people attempt to use the terms more deliberately. However, while commemoration should be the dominant tone, there was a desire for the anniversaries not to be unrelentingly gloomy. It was thought that a sense of celebrating what service has bought us (freedom, our current lifestyle) could be an appropriate element, probably at the conclusion of commemorations, and in a style that did not detract from or overshadow the serious aspects.
- **Current events:** Though only suggested in the research groups, and mostly by younger participants, the potential impact of current events should be considered. In general, people were able to distinguish between the service of individuals and attitudes towards politics and conflicts. However, an unpopular conflict which was happening at the time of the 100th anniversary commemorations could impact on how some people felt and their willingness to engage with the events. If thought to be a strong influence on prevailing attitudes at the time of the anniversaries, it may be necessary to refine the events or the tone of the commemorations to minimise the risk of rejection from any segments of the community.

The importance of recognising and showing appreciation for Australia's active military personnel and those deployed in service was a commonly held feeling amongst the groups; and in particular amongst ADF families. This could be a mechanism for mitigating the risk of current events having a negative impact on attitudes towards the commemorations.

- **Veterans' standard of living:** There were also isolated concerns that there was a potential hypocrisy implied in revering our Veterans for a brief commemoration, and then allowing some of them to live in poor conditions the rest of the time.

How to commemorate the 100th Anniversaries

Participants were asked to provide some thoughts on what they wanted to see and feel in commemorations of the 100th anniversaries, and what they wanted to avoid. They were able to express quite clear and consistent views, and these were strongly consistent with their broader discussions of the topic.

What to seek

Firstly, the values and feel that people wanted the commemorations to reflect were:

- Pride
- Respect
- National identity and unity
- Gratitude, thank you and 'thanks giving'
- Respect and recognition for all those involved in Australia's military history
 - ⌘ Service (Army, Navy, Air Force) and forms of service (not just combat)
 - ⌘ ADF families and support services
 - ⌘ Wars (complete history of Australia's military involvement, including unpopular conflicts)
- Inclusive of the entire Australian community
 - ⌘ Ages (in particular younger generations)
 - ⌘ Cultures (not getting too 'bitsy' or losing the fundamental "Australian" theme, but an opportunity to break down some barriers)
 - ⌘ Places (ie: everyone in Australia has something to access; not just major city focused)
- Accessible (suit elderly and those with young children; not limited in numbers who can participate; as well as public transport and disabled accessibility)
- Educational
 - ⌘ Increase community knowledge
 - ⌘ Pass on the tradition and understanding to future generations
- Memorable / lasting / impactful long-term
- Culturally sensitive and inclusive
- Relevance and consistency with what has gone before
- Recognise war as a vehicle for peace
- Give Veterans (and those with family members whose lives have been lost in service) space to do their own commemoration how they want to
- Individual recognition (ie: every soldier is recognised individually at some point)

What to avoid

On the whole, the risks that people wanted to avoid in the commemorations were the reverse of those factors considered to be important 'selection' criteria, though this was not universally the case. The things participants identified for being avoided were:

- Irrelevancy
 - ⌘ Too modern / too far from traditions
 - ⌘ Overly politicised or commercial
- Events that seek to make commercial gain for anyone / organisation
- Culturally disrespectful / discriminatory / exclusive
- Too celebratory (an inappropriate tone of a party or over-use of alcohol)
- Glorifying violence / war
- Disrespectful / trivialised / offensive
- "Overly PC" (politically correct) or safe / too sensitive to cultural minority groups
- Sensational / dramatized / flashy
- Too gloomy (needs to allow a positive end / make it uplifting after being reflective)
- Changing / diluting traditions

The community have a strong feel for the tone of commemorations that they feel would be appropriate. A concern was that the media, for their own benefit, may seek a more sensationalised or dramatic tone, and negatively impact on the overall feel.

The community is largely of a common mind

The research deliberately looked across a range of groups in the community. These included: generations; the presence of children; metropolitan, major regional and small country town residents; people who are 'engaged' or 'disengaged' with current Anzac Day commemorations; Indigenous Australians; Australian Defence Force (ADF) personnel and their families; and people who have been to overseas Anzac Day commemorations.

As would be expected, there were differences across these groups. However, at a macro level they were much more similar than different. To highlight the main points of interest across these groups:

- **Younger generations** have more distant and often weaker personal connections to historical events; less life experience with which to interpret what knowledge they do have; no personal experience of 'existential' type conflicts; and different media consumption patterns.

- **Those with young children** (and those who are elderly) find the Dawn Service to be too inconvenient to participate in. Those with young children also felt quite strongly about the importance of educating younger generations about Australia's military history (as an end in and of itself, but also as an avenue for their own self-education).
- **People who live in regional areas** place high importance on any commemorations reaching out to be accessible to everyone in Australia; and attitudes towards multiculturalism may be less progressive in some regional locations.
- **Disengagement with Anzac Day** / commemorating military history is most pronounced in younger people, who have less knowledge and personal experience against which to offset a lower interest. Personal connections, a strong sense of national pride, and family habits or traditions are amongst the main reasons for engagement, but there are multiple routes to engage and equally to disengage with the topic.
- **Indigenous Australians** sense a lack of recognition of their service, and would like to see that rectified – but overall are sympathetic to the concept of recognition of military service and there is no evident barrier to Anzac Day being a day of shared commemoration.
- **ADF personnel and their families** are (as would be expected) highly engaged with the concept of commemorating military service. Families in particular are keen to recognise the contribution of the families of service people, both in what they do and in what they are prepared to give up. Importantly, neither of these groups appear to hold any strong views that are incompatible with the rest of the community around how to commemorate the 100th anniversaries, or around what Anzac Day means to them.
- **People who have gone to overseas commemorations** may fall into several types: those paying homage to our history or to a personal connection and who have a passion for and knowledge of the events; those who are trying to create a connection and sense of understanding that they do not have; and those for whom it is a 'tick box' to be done, but who feel limited intrinsic connection to the site. These last two groups do not necessarily have particularly good knowledge of the history, and may be exploring rather than seeking fulfillment of a specific need.

Despite these nuances, there was little between these groups that was incompatible. Rather, there was evidence of ways in which commemorations might be shaped to maximise appeal to each group (and inclusiveness is amongst the most important characteristics wanted for the commemorations), both in terms of events and particularly in terms of communications.

Communicating the commemorations

There are two main areas of communications required: 1) background and contextual knowledge; and 2) the commemoration schedule.

With respect to the background and contextual knowledge:

- People are generally not going to be actively seeking this information, but will have sufficient interest to pay attention when they come across things that seem interestingly presented.
- There is a latent sense of embarrassment about not having some basic knowledge, especially amongst parents who are concerned that their children will ask questions to which they do not know the answer, and this may be able to be harnessed to encourage attention.
- Much of the material may be too abstract or beyond personal experience for people to take in easily; however personal stories are of wide interest and may provide the best vehicle for many communications.

With respect to the commemorations events and schedule, people primarily want to know the logistical information – what, when, where, how to get there, where to park and so on. However, there is a desire to know well in advance (months and years) about commemorations so that people can make plans to travel to anything that is particularly important to them.

Amongst those people who are currently engaged with Anzac Day and commemorations, there was some interest in knowing more than the logistics, but also the *why* of commemorations (eg: why were particular commemorations chosen for a particular anniversary?). It was clear that at least some of this group would be interested in exploring and interacting with the commemorative process. Of those who were not currently engaged, it is likely that such a capability would have benefits for both general and commemorative knowledge if it could be structured in such a way as to engage them.

There were several general communications principles identified:

- There are generational differences in how they would like to get detailed information:
 - 8 Gen Y and Gen X prefer an interactive on-line capability;
 - 8 Boomers and Builders prefer newspaper supplements to convey this information, but a significant number also did not reject using interactive services.
- Television and radio is expected to draw attention to these sources of detailed information – people are not actively seeking this information, and an awareness raising strategy will be required.
- Children and schools (primary schools in particular) are an important conduit and motivation.
- Personal stories are what people are looking for, and what they are most likely to engage with (there is a perception that there is as much information as anyone could want about Gallipoli already available – but despite this actual knowledge is poor). Personal stories also play a role in compensating for the loss of veterans as they age, as it is a way to keep their personal experiences alive.



Appendix 8 Key commemorative dates — 2014 to 2018

This appendix provides an overview of significant anniversaries that will occur between 2014 and 2018. The first section outlines annual commemorative dates. The second section outlines one-off dates to commemorate significant battles, victories and events throughout the centenary period. Annual commemorative dates have not been repeated in that section.

The Commission acknowledges that, although the greatest care has been taken to ensure that the dates of significant battles, victories and events are referenced within this appendix, the appendix is not all-inclusive. There may be a number of other dates that may be commemorated throughout this period.

Annual commemorative dates

Date	Event
14 February	National Servicemen's Day
24 April	Kapyong Day (Korean War)
25 April	Anzac Day
Late May	Reconciliation Week (Indigenous veterans)
1 July	Reserve Forces Day
27 July	Korea Veterans Day
15 August	Sandakan Day (World War II)
15 August	Victory in the Pacific (VP) Day (World War II)
18 August	Vietnam Veterans Day (Vietnam War)
First Wednesday in September	Battle for Australia Day (World War II)
3 September	Merchant Navy Day
14 September	National Peacekeeper and Peacemaker Day
24 October	United Nations Day (Peace Operations)
11 November	Remembrance Day

2014

Date	Anniversary
23 January 1944	Battles of Markham and Ramu Valley and Shaggy Ridge, New Guinea ended
6 and 11 May 1969	Actions that led to award of Victoria Cross to Warrant Officer Class 2 Ray Simpson, Australian Army Training Team, Vietnam
11 May 1944	Battle of Wewak began, New Guinea
24 May 1969	Actions that led to award of Victoria Cross to Warrant Officer Class 2 Keith Payne, Australian Army Training Team, Vietnam
6 June 1944	D-Day landings at Normandy in France
6–8 June 1969	Battle of Binh Ba, Vietnam War
28 June 1919	Treaty of Versailles signed
4 August 1914	Commencement of World War I
5 August 1944	Cowra breakout
10 August 1914	Commencement of voluntary recruitment for Australian Imperial Force (AIF)
13 August 1914	Australian Red Cross established
19 August 1914	Expeditionary force departed Australia to capture German possessions in Pacific
29 August 1919	Battle of Emptsa, North Russia, involving a number of ex-AIF serving with British North Russia Relief Force. Actions led to award of Victoria Cross to Sergeant Samuel Pearse
3 September 1939	Commencement of World War II
11 September 1914	Australian Naval and Military Expeditionary Force landed at Rabaul, New Guinea
14 September 1914	HMAS <i>AE1</i> lost off New Guinea
15 September 1939	Mobilisation of Militia and establishment of Second Australian Imperial Force (2nd AIF) for service overseas announced by Australian Government
24 September 1914	Completion of the seizure of German New Guinea
11 October 1899	Commencement of Boer War
November 1944	Commencement of Australian operations in New Britain, Rabaul
1 November 1914	First Division AIF sailed from Albany, Western Australia, for Egypt
9 November 1914	HMAS <i>Sydney</i> (I) sank SMS <i>Emden</i> in Battle of Cocos (Keeling) Islands
10 November 1964	National Service reintroduced
27 November 1939	Empire Air Training Scheme (EATS) inaugurated

2015

Date	Anniversary
January – August 1945	Sandakan-Ranau death marches occurred
9 January 1940	Australian Comforts Fund (ACF) established
10 January 1940	First convoy of 2nd AIF sailed for Middle East
26 January 1945	First Sandakan death march commenced in Borneo
13 February 1965	First Australian SAS Squadron advance party departed for Borneo (Indonesian Confrontation)
19 February 1915	Allied warships commenced bombardment of Turkish defences of the Dardanelles
18 March 1915	Final day of combined British–French naval assault on the Dardanelles
25 April 1915	First landings by Australian and Allied forces on Gallipoli Peninsula, Turkey
29 April 1915	HMAS <i>AE2</i> scuttled in Sea of Marmara
29 April 1965	Prime Minister Menzies announced commitment of first Australian combat forces (1RAR) to South Vietnam
1 May–August 1945	Borneo Campaign
8 May 1915	Battle of Krithia, Gallipoli Campaign
8 May 1945	Victory in Europe (VE) Day
19 May 1915	Turkish counter-attack on Anzac forces, Gallipoli Campaign
19–20 May 1915	Actions that led to award of Victorian Cross to Lance Corporal Albert Jacka, 14th Battalion, AIF, Gallipoli Campaign
27 May 1965	First Australian combat force departs for Vietnam
25 June 1950	Commencement of Korean War
27 June 1950	Australia's first involvement in Malayan Emergency (RAAF bomber squadron sent to Malaya)
29 June 1950	Australia committed military units to United Nations Force in Korea
10 July – 31 October 1940	Battle of Britain
10 July 1945	Operations commenced in Borneo (Labuan)
15 July 1940	Volunteer Defence Corps (VDC) formed for home defence
19 July 1940	HMAS <i>Sydney II</i> sank Italian cruiser <i>Bartolomeo Colleoni</i> off Crete
24 July 1900	Actions that led to award of Victoria Cross to Lieutenant Neville Howse, NSW Army Medical Corps, Boer War
26 July 1940	Royal Australian Air Force Nursing Service (RAAFNS) formed

Date	Anniversary
31 July 1960	Malayan Emergency ended
6 and 9 August 1945	Atomic bombs dropped on Hiroshima and Nagasaki by US bombers
6 August 1915	Battles of Lone Pine and Sari Bair began
7 August 1915	Charge of Australian Light Horse units at the Nek, Gallipoli
15 August 1945	End of World War II — Victory in the Pacific
2 September 1945	Formal surrender of Japan aboard USS <i>Missouri</i> in Tokyo Bay
12 September 1955	Malayan Emergency — 2RAR advance party arrived in Malaya
10 October 1990	HMAS <i>Brisbane</i> and <i>Sydney</i> left for Persian Gulf to join multinational naval forces as part of Operation Desert Shield
10 October – 12 November 1915	Coo-ee March from Gilgandra to Sydney
19 October 1945	War Widows Guild of Australia founded

2016

Date	Anniversary
3–5 January 1941	Bardia, Libya, captured by Australian forces from Italian forces
8 January 1966	Battle of Ho Bo Woods, South Vietnam
17 January – 28 February 1991	First Gulf War
21–22 January 1941	Attack on Tobruk, Libya
13 February 1946	Main Australian contingent of British Commonwealth Occupation Force arrived in Japan
14 February 1951	First intake of National Servicemen
31 March 1921	Formation of Australian Air Force
6 April – 1 May 1941	Battle of Greece
10 April – 7 December 1941	Siege of Tobruk, Libya
13 April 1941	Actions that led to award of Victoria Cross to Corporal JH Edmondson, 2/17th Battalion, 2nd AIF, Tobruk, Libya
23–25 April 1951	Battle of Kapyong, Korea
20 May – 1 June 1941	Battle of Crete

Date	Anniversary
24 May 1966	Private Errol Noack, 5th Battalion, RAR, first National Serviceman to be killed in the Vietnam War
6 June 1916	Formation of Returned Sailors and Soldiers Imperial League of Australia (RSSILA)
8 June – 11 July 1941	Australian and British forces defeated Vichy French forces in Syria and Lebanon
10 June 1941	Torres Strait Defence Force recruitment commenced
1 July – 18 November 1916	Battle of the Somme, France
10 July 1911	Formation of Royal Australian Navy
19–20 July 1916	Battle of Fromelles, France
23 July – 5 August 1916	Battle of Pozières, France
3–5 August 1916	Battle of Romani, Egypt
8 August – 3 September 1916	Battle of Mouquet Farm, France
11 August 1966	End of Indonesian Confrontation
13 August 1941	Formation of Australian Women's Army Service (AWAS)
18 August 1966	Battle of Long Tan in Vietnam
24 August 1916	Inauguration of Australian Comforts Fund (ACF)
31 August 1921	Air Force becomes Royal Australian Air Force
8 September 1951	Treaty of Peace with Japan signed (San Francisco Peace Treaty)
3–8 October 1951	Battle of Maryang-San, Korea
28 October 1916	First Australian conscription referendum held
11 November 1941	Australian War Memorial opened
19 November 1941	HMAS <i>Sydney</i> sunk after engagement with German raider HSK <i>Kormoran</i> in Indian Ocean off Western Australia
7–8 December 1941	War in the Pacific commenced
8 December 1941	Announcement that Australia officially at war with Japan
23 December 1916	Battle of Magdhaba, Sinai Desert

2017

Date	Anniversary
9 January 1917	Battle of Rafa
15 February 1942	Fall of Singapore
16 February 1942	Massacre of Australian nurses and other survivors of the <i>Vyner Brooke</i> , Banka Island, Strait of Sumatra
19 February 1942	Bombing of Darwin
27 February – 1 March 1942	Battles of Sunda Strait and Bantam Bay, and sinking of HMAS <i>Perth</i>
March 1972	Last voyages by HMAS <i>Sydney</i> , the 'Vung Tau ferry', which transported the last major elements of Australian forces from Vietnam back to Australia
3 March 1942	Bombing of Broome and Wyndham
4 March 1942	HMAS <i>Yarra</i> sunk off Java
20 March 1917	Actions that led to award of Victoria Cross to Lieutenant FH McNamara, No. 1 Squadron, AFC, Tel el Hasi, Palestine
11 April 1917	First Battle of Bullecourt, France
15 April 1917	Battle of Lagincourt, France
28 April 1952	Treaty of Peace with Japan, signed in San Francisco on 8 September 1951, comes into effect, officially ending BCOF
3–17 May 1917	Second Battle of Bullecourt, France
4–8 May 1942	Battle of the Coral Sea
15 May 1942	Transportation of prisoners of war from Singapore to Thailand commenced
31 May 1902	End of the Boer War
31 May – 1 June 1942	Attacks on Sydney Harbour by Japanese midget submarines
7 June 1917	Battle of Messines, Belgium
22 July 1917	First bravery awards to Australian nurses in action
22 July – 16 November 1942	Battle of the Kokoda Track, New Guinea
24 July 1927	Opening of Menin Gate Memorial to the Missing, Ypres, Belgium
27 July 1942	Formation of Australian Women's Land Army (AWLA)
31 July – 10 November 1917	Third Battle of Ypres, Belgium

Date	Anniversary
25 August – 7 September 1942	Battle of Milne Bay, New Guinea
14 September 1947	First deployment of Australians in United Nations peacekeeping operations
26 September 1917	Battle of Polygon Wood, Belgium
3 October 1992	Dedication of Australian Vietnam Veterans' National Memorial, Anzac Parade, Canberra
4 October 1917	Battle of Broodseinde, Belgium
9 October 1917	Battle of Poelcappelle, Belgium
23 October – 5 November 1942	Battle of El Alamein, Egypt
31 October 1917	Battle of Be'er Sheba, Palestine
November 1942 – 22 January 1943	Battle of the Beachheads, Buna, Gona, Sanananda, New Guinea
1 December 1942	HMAS <i>Armidale</i> sunk near Timor
7 December 1972	End of conscription for military service
20 December 1917	Second Australian conscription referendum

2018

Date	Anniversary
January–October 1943	Construction of the Burma–Thailand Railway by prisoners of war
11 January 1973	Cessation of hostilities by Australian forces in Vietnam proclaimed by Governor-General Sir Paul Hasluck
29 January – 26 February 1943	Battle of Wau, New Guinea
30 January 1968	Commencement of 'Tet Offensive' of Vietnam War
19 February 1943	Defence (Citizen Military Forces) Bill approved by Australian Parliament, introducing conscription for service in South West Pacific Area (SWPA)
2–4 March 1943	Battle of the Bismarck Sea
20 March 2003	Invasion of Iraq
27 March 1918	First trans-Jordan operation, Amman
28 March and 4–5 April 1918	Battle of Dernancourt, France

Date	Anniversary
28–30 March and 4–9 May 1918	Battle of Morlancourt, France
April–September 1943	Wau–Salamaua Campaign, New Guinea
4 April 1918	First Battle of Villers-Bretonneux, France
8 April 1918	Repatriation Department established
12 April 1918	Battle of Hazebrouck, France
24 April 1998	Hellfire Pass Memorial Museum opened, Thailand
24–25 April 1918	Second Battle of Villers-Bretonneux, France
28 April 2008	Dedication of Park of the Australian Soldier, Be'er Sheva, Israel
13 and 16 May 1968	Battle of Fire Support Base Coral, Vietnam
14 May 1943	Australian hospital ship <i>Centaur</i> sunk by Japanese submarine off south Queensland coast
26 and 28 May 1968	Battle of Fire Support Base Balmoral, Vietnam
June 1973	Last Australian troops departed Vietnam
1 June 1918	Lieutenant-General Sir John Monash appointed General Officer Commanding the Australian Corps, France
18 June 1948	Malayan Emergency declared
4 July 1918	Battle of Hamel, France
22 July 1938	Opening of Australian National Memorial, Villers-Bretonneux, France
27 July 1953	Korean War Armistice signed at Panmunjom
August 1943 – March 1944	Battle of Berlin (included RAAF air crew in RAF Bomber Command)
8–28 August 1918	Battle of Amiens (Third Battle of the Somme), France
31 August – 2 September 1918	Battle of Mont St Quentin and Battle of Péronne, France
September–November 1943	Battle of Huon Peninsula, New Guinea
2 September 2008	Actions that led to award of Victoria Cross to Trooper Mark Donaldson, SAS, War in Afghanistan
4–16 September 1943	Battle of Lae, New Guinea
11 and 18 September and 27 September – 5 October 1918	Actions along the Hindenburg Line, France

Date	Anniversary
15 September 1948 – 29 August 1949	Berlin Airlift, including RAAF air crew
1 October 1918	Australian Light Horse took Damascus, Syria
5 October 1918	Capture of Montbrehain, France
30 October 1918	Armistice with Turkey signed
11 November 1918	Armistice signed by Germany, ending World War I
23 November 1948	Formation of the Australian Regiment (became the Royal Australian Regiment on 10 March 1949)